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THE NATIONAL NEWSPAPER OF MARKETING

Bates Expected to Get Lion's Share of Boyle-Midway

C&W, Tatham Also Seen as Possible Beneficiaries of Switch from Thompson

NEW YORK, Aug. 18—The major portion of the Boyle-Midway products of American Home Products Corp. will be awarded to Ted Bates & Co. Probably about $3,000,000 of the $4,000,000 worth of billings being moved out of J. Walter Thompson Co. will go to Bates (AA, Aug. 15).

The products probably will include Aerowax, Black Flag and others.

Another agency which appears certain to get a large share of the products is Cunningham & Walsh. C&W was named by American Home to handle Easy-On spray starch several months ago, and it appears likely to receive Wizard and possibly Aeroshave (a product which would have conflicted with Colgate shaving creams at Bates).

Whether other agencies would also receive some of the Boyle-Midway business was not certain. The company wasn't confirming any agency appointments.

Another possible lineup goes this way: Ted Bates, Black Flag and Aerowax; Tatham-Laird, Aeroshave and Sani-Flush; Cunningham & Walsh, Wizard deodorizers. No matter which way Boyle-Midway splits its product line, it seems certain that Bates will get the biggest chunk of billings.

■ Nor was the company communicative on the reason for the change.

Bernard Gould, president of Boyle-Midway, would not comment on the J. Walter Thompson

(Continued on Page 77)

Tooth Paste Brand Wins Dental Group's Approval
Brand Of Toothpaste Recognized As Decay Preventive Agent
Stannous Fluoride Used In Product
Dental Group Okays Crest As Decay-Preventive Agent
Crest made news because it's effective against cavities—not because it's a cure-all
Crest
—five-vision

FIRST MAJOR EFFORT —*First consumer advertising for Crest toothpaste citing stories on ADA approval of the dentifrice broke the week of Aug. 15 in several hundred papers covering every U. S. major market. Benton & Bowles, New York, is the agency. (Procter & Gamble's Crest ad appearing in the current issue of the Journal of the American Dental Assn. appears on Page 86.)*

FPC Rules Utilities' 'Political' Ads Must Be Segregated for Rate Purposes

Anti-Public Power Ads of 'Doubtful' Relation to Service, Commission Says

WASHINGTON, Aug. 18—The Federal Power Commission ruled today that electric utilities can properly be required to keep expenditures for "political" ads in accounting pigeonholes separate from other advertising expenses.

The commission contended the new accounting methods do not in themselves change the ability of the utilities to advertise, or to present cost information to rate-making bodies. But it hinted that the isolation of "political expenditures" in special accounts will make it possible for rate-making groups to decide whether this kind of expense is to be charged to stockholders or rate-payers.

More than two years of maneuvering preceded today's decision, which would force 76 major utilities to adopt new accounting procedures for major portions of their

(Continued on Page 77)

Dailies' Rates, per-1,000 Costs Rise, ANA Finds

Big City Dailies Show Biggest Proportionate Hikes; Supplements Up, Too

NEW YORK, Aug. 19—Daily newspaper advertising rates continue to move up sharply, despite little or no advance in circulations.

Between 1959 and 1960, the average circulation of daily newspapers remained about the same—35,833 in 1959, vs. 35,889 in 1960. However, their average line rate went up nearly 4%.

Since the end of World War II, advertising rates of the nation's daily newspapers have increased an average of 84%. Meanwhile, average circulation increased 11.1%, resulting in a cost-per-1,000 increase of 66%.

These trends are spelled out in the Assn. of National Advertisers' latest report, "Newspaper Circulation & Rate Trends," covering the period 1946 to 1960.

The report shows cost trends for dailies, Sunday newspapers and Sunday magazine and comics groups, including tables covering every daily and Sunday newspaper in the country with more than 50,000 circulation.

■ The long-term picture shows the big metropolitan dailies posting the biggest proportionate boosts. In 1946, there were 39 dailies with circulations in excess of 250,000;

(Continued on Page 80)

Seeburg Shifts to Keyes, Madden and Expands Ad Budget

CHICAGO, Aug. 18—Seeburg Corp. has moved its advertising account from the Buchen Co. to Keyes, Madden & Jones, effective Nov. 1.

Seeburg, leading producer of coin-operated phonographs, also produces automatic vending machines and background music systems.

■ Tom L. Herrick, vp of marketing and advertising, said new acquisitions in the vending machine field by Seeburg would lead to an expanded ad budget next year. He estimated it would reach between $300,000 and $400,000.

Jay P. Herbert, vp of Keyes, Madden in Chicago, will be executive supervisor on the account, with Robert W. Allrich as account executive. #

Grant Purchase of Boston Agency Nets 72 Accounts

Chambers, Wiswell Buy Is Second This Year; Billed $2,903,648 in '59

CHICAGO, Aug. 18—Grant Advertising today announced the purchase of Chambers, Wiswell, Shattuck, Clifford & McMillan, Boston and Stamford, Conn. It was the second agency acquired by Grant this year, the first being Robinson, Fenwick & Haynes, Los Angeles, which Grant bought six weeks ago (AA, July 11).

The merged agencies will operate under the corporate name of Grant Advertising, and will be located at 250 Park Square Bldg., Boston, Chambers, Wiswell's present headquarters. As a result of the deal, Grant estimated that it will add some 72 accounts and $6,000,000 in billings. (According to ADVERTISING AGE's billings issue, Feb. 29, the agency billed $2,903,648 in 1959, predicted a 7% billing increase in 1960.)

Ironically, Chambers, Wiswell acquired two smaller agencies within the past month—Moore & Co., Stamford, Conn., and Kenneth A. Young Associates, Boston. Grant said the new acquisition will bring its total billings to more than $100,000,000. The deal becomes effective Sept. 1.

■ J. Nelson Clifford, exec vp of Chambers, Wiswell, will become an exec vp of Grant, in charge of New England operations, and Robert L. McMillan, president, becomes a senior vp of Grant. Named as vps of Grant were Valentine Hollingsworth, vp, industrial marketing; Donald Marsden, vp and general manager of the Boston office; Robert D. Hall, vp, technical marketing; George F. MacKenzie, vp, research, and William E. Bolster, vp and manager of the Stamford office.

George C. Wiswell Sr., board chairman, and George J. Chambers, chairman of the executive committee, will remain with Grant as group account supervisors.

Grant announced several months ago that it was interested in buy-

NEMA, NBBB Join to End Claims for Gross Cubage in Refrigerator Copy

NEW YORK, Aug. 18—Advertising of refrigerators in terms of gross cubic footage instead of the net usable space is being eliminated through efforts of the National Electrical Manufacturers Assn. and the National Better Business Bureau.

Allan E. Bachman, exec vp of the NBBB, said today this was "a good demonstration of the ability of a group of large advertisers to exercise self regulation."

Home Furnishings Daily today reported that the term "gross capacity" in refrigerator advertising was first used by a midwest manufacturer several months ago, on his specification sheets and advertising mats, and subsequently picked up by competitors.

Complaints about the deceptive figures started hitting local BBB offices in June, and last month the national organization wrote all refrigerator makers expressing its concern over recent advertising and its belief that "advertising which features or makes any reference to gross storage capacity has the capacity and tendency to mislead and deceive the public," and "is an unfair method of competition with manufacturers who represent storage capacity accurately in terms of the net space actually available for storage purposes."

■ The letter, by NBBB president Kenneth Willson, urged the companies to refrain from using gross cubic feet "in the interests of maintaining public confidence in advertising."

Mr. Bachman said today that most manufacturers said they would comply with the request.

The household refrigerator and freezer section of NEMA said it would eliminate references to gross footage in its standards, and would list only usable net area as the guide for measuring shelf space. #

Last Minute News Flashes

Sterling Folds; Broun, Accounts Go to Kastor, Hilton

NEW YORK, Aug. 19—Sterling Advertising, founded in 1914, is getting out of the advertising business and Saul M. Broun, president and sole owner, will join Kastor, Hilton, Chesley, Clifford & Atherton Sept. 1 with about $1,000,000 in billings. Sterling will continue as a holding company for about ten other companies (including clients) and real estate in which it has interests, with Mr. Broun as chairman. But about 15 textile accounts and most of the account service group will move to Kastor, Hilton. Largest of the accounts are Davidow Suits; Sanitized Sales Co. of America, and Warwick chemical division of Sun Chemical Corp. At its peak, around 1951, the Sterling agency billed some $7,000,000.

Corning Glass Drops Net TV; Sets Spot, Magazines

CORNING, N. Y., Aug. 19—Corning Glass Works will kick off its biggest fall campaign Sept. 12, using spot tv and magazines. Corning has abandoned network tv—it used six shows last fall—and will hit 54 major markets with spot tv ads for a new line of Electromatic products, in addition to the regular Corning Ware line of non-electric products. Corning will use *Bride's Magazine, Ladies' Home Journal, Life, McCall's* and *Modern Bride*. N. W. Ayer & Son, New York, is the agency.

Clampitt Named Ad Director of United Air Lines

CHICAGO, Aug. 19—John Clampitt has been named director of advertising of United Air Lines, succeeding E. A. Raven, who has resigned. Mr. Clampitt, who formerly was manager of mass media advertising, has been succeeded in that post by Robert J. McBride, broadcast advertising manager.

(Additional News Flashes on Page 77)

ing smaller agencies (AA, June 6). At that time, Grant was negotiating with a New York agency and three Los Angeles shops. The negotiations presumably are still going on.

The absorbing of Chambers, Wiswell will give Grant 11 U. S. offices, and a base of operations in New England, which it never had before. Grant also maintains 31 foreign offices.

■ Chambers & Wiswell, one of Boston's three largest agencies, was founded in 1919 by George C. Wiswell Sr. and George J. Chambers. Just three years ago, the agency merged with another Boston agency, Shattuck, Clifford & McMillan (AA, Oct. 7, '57).

Just prior to that merger, Chambers & Wiswell nearly merged with Erwin Wasey, Ruthrauff & Ryan. The deal fell through, however, when Chambers & Wiswell lost the Northeast Airlines account, which then was billing about $1,200,000 (AA, Sept. 9, '57). #

General Mills Backs Mixes via Print-TV Drive

MINNEAPOLIS, Aug. 18—General Mills, in what it terms the "largest single advertising effort in the history of the food industry," has scheduled a print and broadcast campaign for its cake mixes, breaking with a six-page color insert in Sunday supplements Sept. 11.

The kick-off ad, scheduled in Sept. 11 issues of *Family Weekly, Parade, This Week Magazine* and ten independent Sunday magazine sections, will feature the Betty Crocker line of cake mixes and will introduce a new product, Betty Crocker Country Kitchen cake mix. The ad also includes two 6¢ coupons usable toward cake mix purchases.

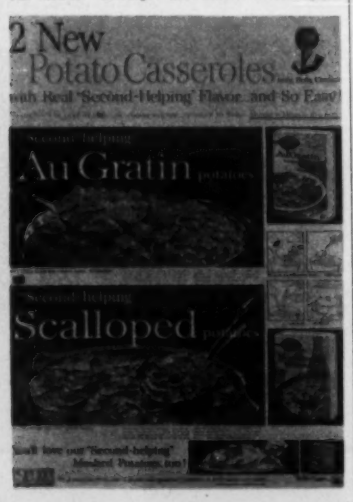
■ Backing the color section will be color pages in September issues of *American Home, Better Homes & Gardens, Everywoman's Family Circle, Good Housekeeping, Ladies' Home Journal, McCall's, Progressive Farmer, Successful Farming* and *Woman's Day*. In addition, General Mills will run r.o.p. color pages for the cake mixes in newspapers in about 25 markets.

The broadcast phase will include cake mix commercials on a new NBC-TV show, "National Velvet," Sept. 18, plus exposure on nine other tv programs sponsored by General Mills.

Batten, Barton, Durstine & Osborn is the agency.

BETTY CROCKER POTATO PRODUCTS GO NATIONAL

MINNEAPOLIS, Aug. 18—After "phenomenal success" in test markets, General Mills, will introduce its new Betty Crocker scalloped potatoes and Betty Crocker au gratin potatoes nationally in September.



The quick potato products are to be backed by what the company describes as "one of the strongest consumer advertising programs ever thrown behind a General Mills product."

It will open with a four-color r.o.p. color page scheduled to run in about 100 daily newspapers in all sections of the country except the Northeast. These will be followed by a 50¢ refund offer for proof of purchase of the casserole potato products.

Later, page and half-page four-color ads will be run in Sunday supplements, backed by tv spots and point of sale merchandising support.

■ The first r.o.p. ads are due to run during the week of Sept. 12 in north central, southeastern and southwestern states. The 50¢ refund ads will appear in the week of Sept. 26. Spot television support is to begin the week of Sept. 19 and the Sunday supplement ads will run Oct. 9.

On the West Coast, the newspaper r.o.p. color ads are to appear during the week of Oct. 2. The refund offer advertising will follow the week of Oct. 17. Spot television starts the week of Oct. 9 and Sunday supplement ads run Oct. 23.

Initial purchases of the new products will be covered by a "generous introductory allowance," said William B. Cash, vp and director of grocery products flour and mixes marketing.

Knox Reeves Advertising, Minneapolis, which also has Betty Crocker instant mashed potatoes, is handling the introductory campaign. #

A great new way to enjoy
Betty Crocker's great new mixes
VELVET CREAM CAKE
Betty Crocker's recipe of the year!
From VELVET CREAM CAKE and save 12¢

SMOOTH—*This four-color spread is part of a six-page ad scheduled Sept. 10 in Sunday supplements for Betty Crocker cake mixes. General Mills' big drive also will use other print ads and tv.*

ABC Radio Drops $800,000 in Billing on Religion Shows

NEW YORK, Aug. 18—ABC Radio has lopped off about $800,000 of religious programming business.

The programs that have received 30-day cancellation notices from the network include: Dr. Thomas Wyatt's "Wings of Healing" (Century Advertising); "Oral Roberts' Broadcast" (Swan & Mason); "Frank & Earnest" of the Dawn Bible Students Assn. (W. L. Gleeson), and the afternoon "Radio Bible Class" (J. M. Camp & Co.).

The way will be cleared for stations to program Sunday afternoon with seven remaining paid religion shows shifting to Sunday morning or nighttime periods.

Left on the schedule were the morning "Radio Bible Class"; "Voice of Prophecy" (Milton Carlson Co.); the Highland Church of Christ's "Herald of Truth" (Fidelity Advertising Co.); Billy Graham's "Hour of Decision" (Walter F. Bennett & Co.); Gospel Broadcasting Assn.'s "Old-fashioned Revival Hour" (R. H. Alber Co.); World Vision's "Dr. Bob Pierce" (Bennett), and Assemblies of God's "Revival Time" (Bennett).

■ Several of the ABC programs are carried on other networks as well. Billy Graham and "Voice of Prophecy" are on ABC, Mutual and NBC. "Frank & Earnest," "Wings of Healing," "Radio Bible

(Continued on Page 12)

FTC, Lever Talk About Tile Used in Pepsodent Ad

Hearings Resume Later; Also Agreed: Nature of Account Exec's Duties

NEW YORK, Aug. 18—The Federal Trade Commission's case against Pepsodent toothpaste took a new twist today, when FTC obtained a stipulation which establishes that the enamel tile used in Pepsodent's tv demonstrations was really "white pot opal glass."

The text of the stipulation won't become public until hearings resume at some still-to-be-determined date, but the significance of "white pot opal glass" is expected to become a major point of contention before FTC, Lever Bros. and Foote, Cone & Belding resolve their differences over the ability of Pepsodent to remove smoking stains from the surface of tooth enamel.

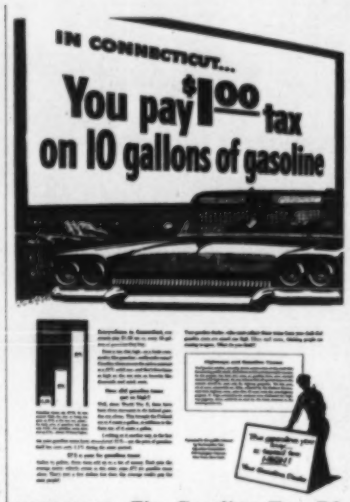
The stipulation was vital to FTC attorney Frederick McManus, who has been trying to prove that the removal of smoking stains from an enamel plate does not prove that Pepsodent will remove stains from human teeth. When he produced two dental experts to testify on this point last May, his witnesses encountered damaging cross-questioning from Lever Bros. attorney Abe Fortas, who pointed out that they had never seen the enamel plate used in the Pepsodent demonstration (AA, May 30).

■ A Lever spokesman told ADVERTISING AGE today that it will be up to FTC to decide whether "white pot opal glass" is enamel, as Pepsodent claimed. Referring to dictionary definitions, he said there can be little doubt that Pepsodent was using an enamel plate for the tests.

Mr. McManus, however, stopped short of admitting "white pot opal glass" to the enamel classification. In his account of this week's developments, he used the phrase "flat glass plate" to describe the object used in the Pepsodent demonstrations.

With the announcement that the stipulation has been obtained, FTC canceled a hearing which was to have been held here this week. If the stipulation had not

(Continued on Page 12)



INDIGNANT—*The Gasoline Tax Education Committee, peeved at the amount of taxes levied on gasoline sales, is running ads like this in newspapers throughout the country to "educate" the consumer. Radio and outdoor posters are also scheduled. Sullivan, Stauffer, Colwell & Bayles, New York, is the agency.*

Gasoline Tax Group Wages Ad War on State, U.S. Levies

NEW YORK, Aug. 16—The nation's oil industry, its patience apparently taxed to the breaking point, has launched a heavy newspaper, radio and outdoor campaign in 48 states blasting local and federal gasoline taxes as "much too high."

In a radio and newspaper campaign launched Aug. 1, the Gasoline Tax Education Committee points out that motorists pay $1 tax on every ten gallons of gasoline used.

"Does a tax this high—on a basic commodity like gasoline—really make sense?" asks the copy. "Gasoline taxes across the nation amount to a 50% sales tax—and that's five times as high as the tax rate on luxuries like diamonds and mink coats.

"Gallon by gallon," copy continues, "these taxes add up to a lot of money. Each year the average motor vehicle owner in this state pays $70 in gasoline taxes alone. That's just a few dollars less than the average week's pay for most people."

■ In addition to big space ads in dailies and weeklies, the gas group is also using 30, 20 and 10-second spots in a heavy saturation radio campaign throughout the country, plus 24-sheet outdoor posters in selected states.

Details of the campaign, such as number of markets covered, number of stations and newspapers used, expenditures, etc., were not available this week.

■ In its newspaper ads, the tax information group lists its address as 575 Lexington Ave., New York. This turned out to be the location of the agency handling the campaign, Sullivan, Stauffer, Colwell & Bayles. Stefan F. Blaschke, who is the agency account exec as well as executive secretary of the committee, said the campaign is being financed via a cooperative arrangement among various gasoline marketers throughout the U. S. #

La Rosa Offers Premium

V. La Rosa & Sons Inc., Brooklyn, is introducing La Rosa Space Wheels macaroni in 15-18 markets with a Space Wheel and Jet Gun Launcher premium offer and extensive participation on children's television shows. The premium is obtained for a box top and 50¢. Hicks & Greist, New York, is the agency.

Highlights of This Week's Issue

Last month Minnesota Mining & Mfg. Co. invited an Advertising Age reporter to sit in and report freely on its first "advertising management conference" during which divisional advertising managers studied agency relations and staff services and outlined responsibilities. A report of this meeting begins on Page 10.

Fuller & Smith & Ross resigns the Sterling Silversmiths Guild of America account, attributing the resignation to lack of activity by the account ....Page 3

Wagner Baking Corp. will use tv kid shows in three major markets to promote its snack-size, newly named Billy Wagner pies, starting Sept. 19 ....Page 6

Drug Research Corp., manufacturer of Man-Tan, files suit in New York U. S. district court against approximately 20 suntan-by-the-bottle manufacturers for patent infringement and unfair competition .....Page 10

Automobile manufacturers plan to spend $80,000,000 for television entertainment on the networks during the coming season .....Page 22

Design's fall campaign for its "compatible" record albums will be built around a special coupon offer .....Page 27

Earl W. Kintner, Federal Trade Commission chairman, says the "main thrust" of the FTC's payola inquiry is nearly completed .....Page 32

Keystone Broadcasting System makes presentation to advertisers and agencies in New York, Detroit, Los Angeles, San Francisco and Chicago to acquaint them with the farm programming being offered in 884 radio stations comprising Keystone's farm network division .....Page 34

George L. Milne, president of Domestic Engineering Co., business paper publisher, backs his belief that a single audit for the business paper field makes sense with an advertising campaign ....Page 39

Peter Lyon, American Heritage writer, says television western heroes were really "criminals, deviates, small-time gamblers and horse thieves" .....Page 42

Sen. John O. Pastore, head of the Senate's payola bill hearings, favors fines for broadcasters instead of license suspension .....Page 56

Everett C. Bradley, vp, Robert Bragarnick Inc., outlines a step by step procedure for market testing of a new consumer package goods product .....Page 63

William C. Doherty, president of the National Assn. of Letter Carriers, and a vp of AFL-CIO, charges that under Postmaster General Arthur E. Summerfield "postal service has deteriorated and is getting worse every day," in his book "Mailman, U.S.A." .....Page 74

Alfred Bates & Son, London, establishes the Alfred Bates Awards, a competition that will enable two young British agency men to visit agencies abroad for study .....Page 75

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Watts Succeeds Beldon as Head of RCA Sales

Revamp Follows Move of Home Instruments Unit to Indianapolis

NEW YORK, Aug. 18—Consumer marketing operations have been revamped again at Radio Corp. of America.

In the latest of a series of reorganizations that have swept the corporation during the past few years, Jack S. Beldon has resigned as president of RCA Sales Corp., which markets RCA radios, television receivers and record-playing equipment.

The resignation was announced by W. Walter Watts, who assumed the posts of president and board chairman of RCA Sales Corp. Mr. Watts, one of RCA's two group exec vps, was recently given executive responsibility for consumer product areas (AA, July 18).

Mr. Watts also announced the appointment of Delbert L. Mills as operating vp of RCA Sales Corp. and division vp and general manager of RCA Victor home instruments operations.

■ This latest revamp follows RCA's announcement that it is

(Continued on Page 78)

F&S&R Resigns Sterling Guild; Cites Lack of Ads

NEW YORK, Aug. 16—Fuller & Smith & Ross today resigned the Sterling Silversmiths Guild of America account. The agency attributed the resignation to lack of activity by the account.

The guild's sole advertising activity this year has been a contest for graduating high school girls which ran in the May issue of *Seventeen*. Since then, a guild spokesman told ADVERTISING AGE, it has been in "an interim status, looking for a new approach."

The guild expects to appoint a new agency within the next week or two and reportedly has interviewed about five in the past several weeks.

The guild, which is made up of a number of silver companies, appointed F&S&R in October, 1957, as its first agency since the '20s. At that time the guild expected to spend about $500,000 annually for the next three years (AA, Oct. 14, '57). #

Gulf Headquarters Shifts to Houston: Ad Setup 'Undecided'

PITTSBURGH, Aug. 17—Gulf Oil Corp., in a major reorganization of its domestic marketing operations, has established four new marketing regions and has announced it will move its headquarters from Pittsburgh to Houston about Sept. 1.

The move follows the shift of the company's marketing department to Houston last spring (AA, May 9). At that time Ketchum, MacLeod & Grove, Pittsburgh, told ADVERTISING AGE it would open a Houston office "if the client wishes." The agency handles Gulf's industrial and direct advertising programs.

Young & Rubicam, New York, which has the retail ad account, flatly denied that it contemplated setting up a Houston office.

■ Official announcement of the new move to Houston revived speculation this week over Gulf's future relationship with its agencies.

This week, the answer to whether Y&R plans a Houston office was still "no." The agency said it plans to have its account people "commute" to service the account.

Gulf, however, was vague this week on just where Y&R people will have to commute. Benton W. S. Dodge, director of advertising and sales promotion, told AA that the company has yet to decide on the future location of its advertising operation.

■ Gulf's realignment, designed to promote "greater efficiency and coordination of Gulf's domestic production, manufacturing and supply departments," involves four new regions—each headed by a vp—covering the company's 38-state marketing territory.

Gulf said the new marketing setup will be under the over-all command of J. L. Lenker, Gulf's vp for U. S. operations. Regional vps are J. P. Kelley, for the eastern region; G. E. Millican, for the southern region; W. A. Bourne, midwestern region, and B. B. Pettitt, southwestern region. All are former divisional general managers. #

Westinghouse Names Three

Westinghouse Electric Corp., Pittsburgh, has appointed two advertising representatives to its headquarters apparatus advertising department. They are Robert Lloyd, formerly sales promotion representative of the southeastern region, Atlanta, and William J. O'Brien, previously sales promotion representative of the Atlantic region, Philadelphia. At the same time, Earl Schwartz, formerly with Downing Industrial Advertising, has joined the advertising production group.

AID—*The American Medical Assn., Chicago, ran this ad in 12 metropolitan newspapers between Aug. 16 and 18 supporting the Mills bill for a locally administered health aid program for the aged and opposing any tax-financed health program. Klau-Van Pietersom-Dunlap is the agency.*

AMA Uses Dailies to Back Stand on Aid-to-Aged Bill

Ad Recalls Medical Group's $1,100,000 Effort a Decade Ago

CHICAGO, Aug. 18—The American Medical Assn., which has not done any advertising since its all-out "National Education Campaign" opposing socialized medicine in 1950, took up the cudgel again this week with a large-space newspaper ad in 12 metropolitan newspapers.

The ad throws the AMA's support behind the Mills bill (H.R. 12580), now pending before the Congress, which would set up a locally administered health aid program for those elderly people who are unable to meet their medical expenses by themselves or through some insurance plan. The ad also warns that financing the aged's health needs by compulsory tax will lead to government-run medical care for all age groups in the country.

By endorsing the Mills bill, the AMA hopes to forestall legislation calling for more extensive medical care of the aged.

■ The ads ran between Aug. 16 and Aug. 18 in the *Atlanta Journal, Chicago Daily News, Chicago Tribune, Houston Chronicle, Little Rock Gazette, Los Angeles Times, Miami Herald, New York Herald Tribune, New York Times, Washington Post & Times Herald, Washington Star* and the eastern edition of the *Wall Street Journal*.

The ad was placed through Klau-Van Pietersom-Dunlap, which was named for this one-shot promotion. The AMA said no further advertising is contemplated and that future action will depend on what happens in Congress. The Mills bill already has passed the House and is awaiting further congressional consideration.

■ The current AMA campaign is small potatoes compared to the drive it put on 10 years ago. At that time the association unleashed a $1,110,000 advertising drive against compulsory health insurance, which was receiving consideration under the Truman administration. Some $560,000 of this budget was allocated to newspapers, $300,000 to radio and $250,-

(Continued on Page 78)

FTC Tries to Plug Robinson-Patman Loophole, Using Provision of FTC Act

Grand Union Solicitation of Special Ad Allowance Is Hit as Unfair Trading

WASHINGTON, Aug. 18—The Federal Trade Commission tried to expand the frontiers of its legal authority today with a decision which says Grand Union Co. solicited illegal advertising allowances from its suppliers and can be held responsible under the Federal Trade Commission Act.

The case was of more than routine significance because Grand Union had raised a jurisdictional defense which could have seriously impaired FTC's ability to move against alleged offenses in the field of cooperative advertising allowances.

In its defense, Grand Union stressed that the Robinson-Patman anti-price discrimination law does not contain any language specifically barring customers from seeking any advertising allowances they can get. In the face of this point, FTC came up with a ruling that regardless of the Robinson-Patman Act, the solicitation of discriminatory advertising allowances can be stopped as an unfair trade practice under Section 5 of the FTC Act.

While the commission has re-

(Continued on Page 78)

Agency Wants Its Employes to Want More, More, More

LOS ANGELES, Aug. 16—Consumer demand is a potent factor in a free economy, as we all know. It can also be a factor in the agency business. At least it is a factor in helping one agency here—Lansdale Co.—choose the accounts it wants to handle. The agency explains its thinking in a release, herewith reproduced in full:

■ "The interest agency employes frequently take in obtaining salary increases has indirectly resulted in the recent acquisition of three new accounts for Lansdale Co., according to Phil Lansdale.

"As is the practice in any systematically managed agency, whenever a Lansdale Co. employe inquires about a raise in pay, he is asked why he needs it. A compilation of the various reasons offered during the past 12 months, according to Lansdale, revealed that the most frequent explanations were, 'It's about time I bought a new suit,' 'My wife thinks it would be nice for me to carry more insurance' and 'My family would like to become accustomed to consuming more liquor'."

"In order to provide these conveniences for the staff, Lansdale has added the following new accounts.

• "Monte Factor, men's clothier, Beverly Hills and Las Vegas.

• "Blue Seal agency of Continental Casualty Co. & Silver Seal Agency of Firemen's Fund, Health & Accident Insurance.

• "James Robertson Co., liquor importer and distributor, Los Angeles.

"A new compilation is now being prepared as a guide to the agency in deciding which new accounts should be added to this agency's roster during the fall." #

FTC Calls Brevity of Spot No Alibi for Not QualifyingGuarantee

WASHINGTON, Aug. 18—The Federal Trade Commission reminded broadcasters and advertisers today that a 10-second spot announcement doesn't offer enough time to qualify a product's guarantee.

FTC said too little time is no excuse for not mentioning the full details of the guarantee. Not only is it no excuse, FTC warned, but it is an invitation for commission action.

FTC's word to the wise is based on a "steady stream" of complaints from buyers who listened to guarantee claims, then discovered that the actual guarantees were full of limitations not mentioned in the commercials.

■ The commission's staff members and monitors have been checking guarantees aired during spot ads. FTC says big national advertisers as well as smaller retailers are guilty of cramming their guarantees into too short a time sequence.

FTC Chairman Earl W. Kintner explained that "the principal fault of advertising of guarantees has been the reluctance of advertisers to state precisely what the guarantee covers. Advertisements heralding a product's guarantee without mentioning its limiting terms should put every potential purchaser on guard," he said. #

'59 Per Capita Beer Use Reversed 11-Year Downtrend, Rose to 15.3 Gals.

Beer Sales Hit New High in Year, Says U. S. Brewers Foundation Book

NEW YORK, Aug. 17—The year 1959 was the biggest in history for the U. S. brewing industry—and for the stout-hearted section of the public who quaffed, on an average, 0.3 gal. more beer through the year and helped to reverse a notable trend in effect since 1945.

For the nation's beer drinkers are again slowly stepping up their per capita consumption, according to the "1959 Brewers Almanac," just published by the U.S. Brewers Foundation.

High point from which the decline took place was 1947, when per capita consumption was 18.4 gals. per year. The next year it dropped to 17.8 gals., and consumption remained thereabout, or lower, reaching, in 1958, its lowest point since 1942—15 gals.

But consumption went up to 15.3 gals. last year, matching the sales upswing in the whole industry.

(The "Almanac" points out that the figure is based on the entire population. By excluding persons under 21, however, and weighing other age groups to reflect their customary use of malt beverages, the 1959 per capita consumption

(Continued on Page 80)

ELEGANCE BY ARMSTRONG—*A tv commercial that will introduce Armstrong Cork's new Palatial Corlon Oct. 12 on "Armstrong Circle Theater" (CBS). The sell for this sheet vinyl floor which is made to look like marble, begins with an outdoor scene of a luxurious castle, then switches to interior scenes. The commercial climaxes with a closeup of a three-page color ad from Life, which viewers are advised to consult to find the names of dealers carrying the Palatial line. Batten, Barton, Durstine & Osborn is the agency. Filmways produced the commercial.*

Tribune Co. Buys Duluth Radio-TV Units

DULUTH, Aug. 17—Stations KDAL and KDAL-TV have been purchased for a price "in excess of $3,000,000" by WGN Inc., operator of WGN and WGN-TV, Chicago.

WGN is a subsidiary of the Tribune Co., which also owns the *Chicago Tribune, Chicago's American, New York Daily News* and WPIX, New York.

The Duluth stations were the property of Red River Broadcasting Co., owned by the Dalton Le Masurier estate. WGN said the staff would remain intact.

Personnel include Odin S. Ramsland and Robert A. Dettman, both company vps. The stations will remain affiliates of the Columbia Broadcasting System. WGN's stations are independents.

KDAL is a 5kw station. KDAL-TV is a 100kw operation. The only other tv station in the market is WDSM, in neighboring Superior, Wis. The Duluth stations are represented nationally by Avery-Knodel.

■ Ward Quaal, vp and general manager of WGN Inc., will have "general supervision and direction" of KDAL and KDAL-TV, according to J. Howard Wood, president of the Tribune Co. and WGN Inc., and publisher of the *Tribune*.

"This new purchase is only one phase of Tribune Co. expansion during the past five years," he said. "It represents the first of several such acquisitions we have in mind."

The purchase is subject to approval of the Federal Communications Commission. #

General Mills Reports Good Response to Cat Food Offer

General Mills, Minneapolis, reports a "very favorable" response to its offer of three free cans of Three Little Kittens all fish cat food in return for three labels from 15 oz. cans (or six labels from 8 oz. cans) purchased at the regular price. The offer, which expires Sept. 30 and has a limit of one gift coupon per customer, was first made in 500-line b&w newspaper ads in 20 major east central markets, plus Madison, Minneapolis, St. Paul and Los Angeles, the weeks of July 18, and Aug. 1.

Campaign plans call for the offer to be advertised in newspapers in 50 markets along the Atlantic Coast and New England during the weeks of Aug. 22 and Sept. 12. Tatham-Laird, Chicago, is the agency.

Burke, Charles Adds One

Wynn's Fine Arts Warehouse of Kings Park, Long Island, has appointed Burke, Charles & Guignon Ltd., Great Neck, N. Y. The account specializes in mail order sales of art reproductions and will use newspapers, magazines and business papers in an initial campaign.

OUR BEST—*Here are two advertisements from the new Assn. of Industrial Advertisers compilation, "These Are Our Best," in which business paper advertisers chose their own best creative efforts. At left, General Electric's copy appeared in March, 1957, in electrical business papers; it was the product of the company's apparatus sales division's advertising and sales promotion department; the Gould-National Batteries ad appeared in December, 1959, in telephone and electrical papers; it was the work of Hutchins Advertising Co., Rochester. The two-volume set, containing 80 ads, sells for $5.*

80 Industrial Advertisers' 'Best' Ads in AIA Book

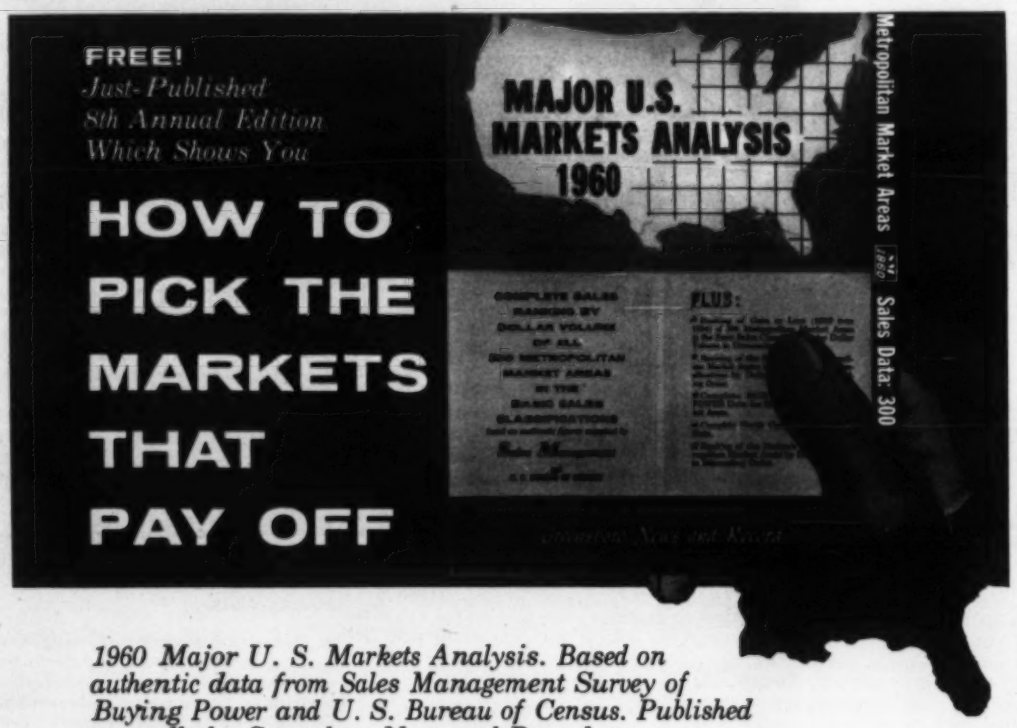
NEW YORK, Aug. 16—A new collection of "best ads" becomes available this week—this time industrial advertisements, through the offices of the Assn. of Industrial Advertisers, and consisting of advertisements picked as the best by industrial advertisers.

The new AIA compilation, "These Are Our Best," will consist of 80 advertisements published in two volumes of 40 ads each. Each is the choice of an individual business paper advertiser, as representative of the best his ad department or agency has created.

The idea for the book came originally from H.A. (Hi) Harty, of Wolverine Tube, when he was AIA chairman. The first volume contains b&w advertisements, lithographed from the advertisers' print proofs; the second will contain some ads reproduced in four colors, using original color plates.

■ On the reverse of each ad is a "data sheet," which tells when and where the ad first appeared, the agency (three of the first 40 were prepared by company ad departments, and other credits make it clear that the agency played only a subsidiary role in some of the ads' creation), the media carrying the ad, objectives, reasons why the ad was picked, and comments.

The soft-covered volumes are to be distributed free to AIA members, and will cost others $5 a set. They are available from AIA, 271 Madison Ave., New York 16. #


FREE!
Just-Published
8th Annual Edition
Which Shows You
HOW TO PICK THE MARKETS THAT PAY OFF
MAJOR U.S. MARKETS ANALYSIS 1960
Metropolitan Market Areas
Sales Data: 300
COMPLETE SALES RANKING BY DOLLAR VOLUME OF ALL 300 METROPOLITAN MARKET AREAS IN THE BASIC SALES CLASSIFICATIONS
PLUS:

1960 Major U. S. Markets Analysis. Based on authentic data from Sales Management Survey of Buying Power and U. S. Bureau of Census. Published annually by Greensboro News and Record.

Invaluable marketing brochure containing exclusive information not available elsewhere. For men who make the decisions in:
Sales • Media • Advertising • Market Research • Manufacturing • Distribution • Retailing

Complete Data for the Nation's 300 Metropolitan Markets.

Dollar Volume Ranking of the Nation's 300 Markets in 10 Major Sales Classifications.

Gain or Loss (1959 over 1954) in Dollar Volume Ranking of the Nation's 300 Markets in the Basic Sales Classifications.

Dollar Volume Ranking of the South's Top Metropolitan Markets in the Basic Sales Classifications.

Dollar Volume Ranking of the Nation's Top 100 Metropolitan Markets in Total Retail Sales.

Household Income Ranking for the Nation's 300 Metropolitan Markets.

This highly prized brochure will give you a completely dependable and authentic source of market comparison and a yardstick for measuring the sales performance of your company. Write today on your company letterhead for your free copy of "Major U. S. Markets Analysis 1960."

Greensboro News and Record

GREENSBORO, NORTH CAROLINA

OVER 100,000 CIRCULATION • OVER 400,000 READERS

In the Top 20 Retail Markets of the South and Top 100 of the Nation

Represented Nationally by Jann & Kelley, Inc.

New York 366 Madison Ave. | Chicago 360 N. Michigan Ave. | Detroit 926 Buhl Building | Atlanta 323-24 Palmer Building
San Francisco 111 Sutter St. | Los Angeles 2412 7th St. | Kansas City 1009 Baltimore Avenue

Ad Clinic #15

(a transparent device to get you to read this Sheraton ad)

by "Red" Most

Ads we could do without

This is a brag-and-boast headline that obviously overstates the case.

How could any hotel company reserve a room that fast?

Pardon, sir, but it's true. Sheraton has a wonder machine, *RESERVATRON*, that makes and confirms reservations anywhere — electronically. All you do is phone the nearest Sheraton Hotel or reservation office. To help us test this ad, send for free, 104-page booklet that gives helpful dope on all Sheraton's 54 hotels. Write: **Sheraton Corp., Ad Age Ad #15, 470 Atlantic Ave., Boston, Massachusetts.**

The most powerful selling force in print

This Week
MAGAZINE

CIRCULATION MORE THAN

13,000,000

Wagner Baking Sets Kids TV Drive for Its 4" 'Billy' Pies

NEWARK, N. J., Aug. 16—Wagner Baking Corp. will use tv kid shows in three major markets to promote its snack-size, newly named Billy Wagner pies, starting Sept. 19.

In New York, the company will co-sponsor "Casey Jones" and "Superman" on WPIX and will carry participations on "Just for Fun" and "Sandy Becker" on WNEW-TV. Spots also will be carried on other shows on WPIX. Participations will be used in "The Three Stooges" on WGN-TV, Chicago, and in "Popeye" on KYW-TV, Cleveland.

Commercials will feature a little character, Billy Wagner, who will promote the 4" fruit-filled pies to youngsters as a snack or dessert at home, and in their school lunch pails. The pies were renamed recently to tie them in with the "Billy Boy" jingles used by the company for years in radio.

■ As part of the promotion, a self-twirling lariat premium will be offered to consumers sending in three empty pie bags and 50¢. Dealers will be given a variety of point of sale merchandise, including Billy Wagner Pie Department color displays, window streamers and vehicle cards.

Charles W. Hoyt Co. is the agency for Wagner Baking. #

Morton Tile Names Hall, Haerr

Morton Tile Co., Morton, Ill., manufacturer of Mor-Tile ceramic tile and accessories, has appointed Hall, Haerr, Peterson & Harney, Peoria, to handle its advertising.

Locke Joins McCarty Co.

Lafayette Locke, formerly with Erwin Wasey, Ruthrauff & Ryan, has joined McCarty Co., New York, as a senior copywriter.

DOUBLE EXPOSURE—*These two outdoor posters side by side in San Francisco not only promote the client's product (Regal Select beer), but the second poster promotes the agency, Lennen & Newell. The client's poster will be covered with another example of Regal advertising midway through the month-long promotion.*

Zern's Name Omitted

In the report of the ADVERTISING AGE Summer Workshop on Creativity in Advertising (AA, Aug. 8), the name of Ed Zern, vp, Geyer, Morey, Madden & Ballard, New York, was inadvertently omitted. Mr. Zern was one of those who picked the outstanding ads in *The New Yorker* and *Farm Journal*.

Lowenstein Leaves PR Firm

Larry Lowenstein has resigned as head of the New York office of Rogers & Cowan, effective Sept. 1. Before joining the public relations company in April 1959, he was director of CBS-TV press information. Before that he served as director of the Benton & Bowles publicity-promotion department.

'Er, Virtually' . . .

Qualified Claims Furnish Ad Motif for Bert & Harry

NEW YORK, Aug. 17—Trust the Piel Bros., Bert & Harry, to come up with a timely angle for their radio and tv sell. As witness this radio spot, which adds up to a gentle satire on the current campaign to keep advertising honest:

- **HARRY:** I'm Harry Piel. You know, it's no accident that Piel's beer has a reputation for "fresh-poured flavor."
- **BERT:** Er, wait a minute, Harry. Er, yeah, that's all right.
- **HARRY:** Just pour a glass of today's Piel's and you'll notice its long-lasting head . . .
- **BERT:** Er, probably.
- **HARRY:** . . . Now that's a big reason why Piel's tastes extra good.
- **BERT:** Many agree.
- **HARRY:** . . . The long-lasting head acts like a seal up there . . .
- **BERT:** Er, virtually.
- **HARRY:** . . . Keeping flavor and freshness from escaping.
- **BERT:** We certainly hope—heh.
- **HARRY:** And that's why Piel's fresh-poured flavor lasts all the way down.
- **BERT:** Many impartial people have stated that.
- **HARRY:** Why do you keep qualifying everything I say, Bert?
- **BERT:** Well, no exaggerated advertising claims for us. I'm taming down your pitch.
- **HARRY:** But why? Every word was true.
- **BERT:** Look Harry—an honest, ordinary description of Piel's beer sounds like an exaggeration. If I'd never tasted it—I'd assume you were talking through your hat—figuratively speaking.
- **HARRY:** Well, if that's true—everyone who hasn't, please try today's Piel's immediately, and then you'll know I'm not exaggerating.
- **BERT:** Most likely.
- **HARRY:** Oh, now, Bert . . .
- **BERT:** All right—definitely!

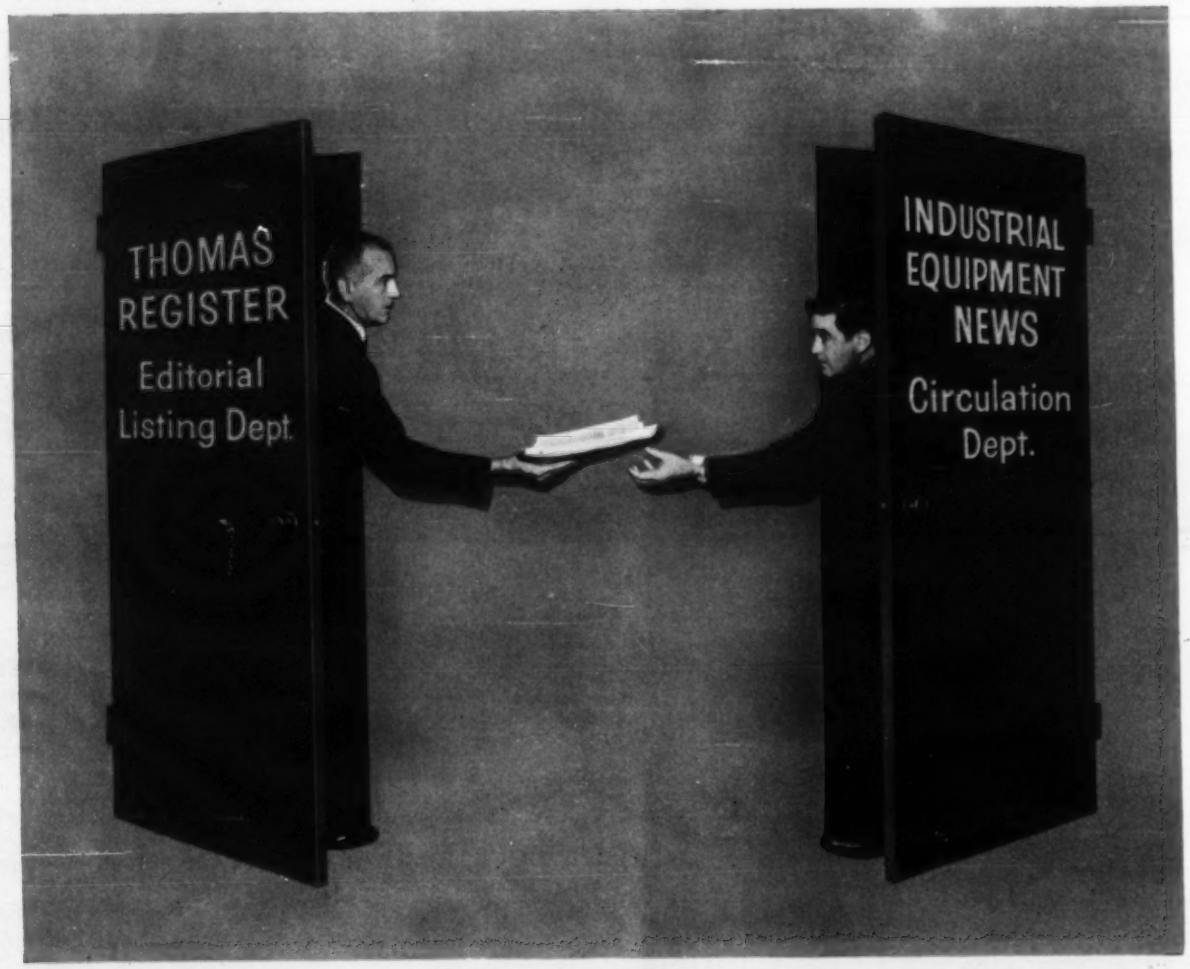
■ The Bert & Harry commercials are produced by Goulding-Elliott-Graham. Young & Rubicam is the agency. #

Allston, Smith Adds Ide, Sets Tie-up with Lovick

Richard I. Ide, formerly with Cunningham & Walsh, New York, has joined Allston, Smith & Somple, Greenwich, Conn., as an account executive and assistant to the president. Allston, Smith also announced that James Lovick & Co., Toronto, will represent it in Canada. The two will work together on the introduction of Arnold bread in the Canadian market this fall.

Donnelley Boosts Ford

Reuben H. Donnelley Corp., New York, has appointed Burton A. Ford Jr. administrative assistant in its telephone directory division. Mr. Ford, formerly a division sales manager, will coordinate each of the four major corporate regions "in the implementation of local and national marketing programs."



Here's why IEN helps you reach the really important buyers in all industries

...only IEN has daily access to Thomas Register's detailed records of the ever-changing industrial scene

Among all magazines, only Industrial Equipment News has access to Thomas Register's listing questionnaires: the most detailed, up-to-date market picture of industry, its products and its men on the move.

From this raw list, we are able to select the most worth-while companies *and* the people who have multi-functional buying responsibilities within these plants.

As a result, IEN's circulation growth closely parallels the growth of the entire economy. No sudden circulation jumps or lags. No uneven distribution. In short, no circulation growth for growth's sake.

This is sound circulation built on corporate purchasing power, with individuals broken down by both title *and* function and 100% verified.

When you advertise in IEN, you're reaching and being read by the best: more than 40,000 plants, in all types of industries—nearly 80,000 multi-functional executives whose purchasing decisions account for more than 4/5ths of the Gross National Product. Details? Send for our new, comprehensive Media Data File.

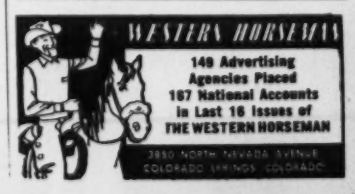
good for selling...because it's used for buying

Industrial Equipment News

Thomas Publishing Company

461 Eighth Avenue, New York, N. Y.

Affiliated with Thomas Register



POST HAMMERS OUT A HEFTY 42% GAIN IN BUILDING PRODUCTS REVENUE

The Post scores another hard-hitting success! For the first half of 1960, the Post gained more than 42% in building-products revenue over the same period last year. Life rose less than 10%; Look came up less than 28%. And the Post's total building-products revenue — $4,267,218 — topped Life's by $1,221,062 and Look's by $3,822,962!*

In the same period, the Post added 21 ad pages for a 23% increase while Life lost 2 pages for a 3% decrease.* Why was the Post able to saw off a bigger share of building-products advertising? Your building-products ad page in The Saturday Evening Post is seen *over and over*. Gets seen 37% more times than the same ad in the other big weekly. Your Post ad page is seen six million more times by people who will expand or remodel in the next year...three million more times in larger families of three or more. Growing, building families who need *your* kind of products. Your ad page in the Post is seen 20% more times by the average home-owning reader. And your Post ad page calls on people with the highest median income in the general-weekly field. People with more money to buy your products!

Want to nail down bigger and better sales? Tell your story in The Saturday Evening Post...your number-one buy in building-products advertising!

*Source: PIB

READERS TURN AND RETURN TO YOUR AD PAGE IN THE POST... THE HI-FREQUENCY WEEKLY!

The Saturday Evening POST

THE INFLUENTIALS' MAGAZINE

This Week in Washington . . .

Dems Front for Anti-Trust Offenders in Pigeonholing Kintner, Bicks: GOP

By Stanley E. Cohen
Washington Editor

WASHINGTON, Aug. 18—Are Senate Democrats fronting for big anti-trust offenders?

That's shocking doctrine to those who believe Democrats are always "anti business" and that only the Republicans are "pro business." But it was discussed with sufficient forcefulness on the Senate floor this week that many Democrats were squirming before it was over.

The question was raised by Republican moderates who want to make sure that the country knows that the Democrats have been holding up action on two major Presidential appointments in the anti-trust field.

These nominations have been pigeonholed in committee, supposedly for political expediency. But Republicans suggest that this may not be the full explanation.

■ The nominations at stake are Robert A. Bicks, as Assistant Attorney General in charge of the Justice Department's anti-trust division, and Earl Kintner, for a new seven-year term on the Federal Trade Commission.

During Senate discussion the other day, Sen. Prescott Bush (R., Conn.) noted that big business has been pulling strings to block the Bicks nomination. "I wonder," he asked, "whether it is responsive to that plea from big business that our friends across the aisle are holding up the nomination?"

Sen. Jacob Javits (R., N.Y.) added that he did not see how any real political advantage could be achieved by refusing to act on the Bicks and Kintner nominations. "These two gentlemen are of the highest quality," he said. "I have little doubt that if a new President desired them to retire from their offices in order to make way for someone else they certainly would give that request the highest consideration."

■ In the course of discussion, Sen. Bush seized the opportunity to peck away at the ancient notion that Republicans are "the party of big business."

Referring to the administration's aggressive enforcement of the anti-trust laws under Mr. Bicks and Mr. Kintner, he declared, "We are accused, erroneously and unfairly, of showing partiality to big business. If the record were objectively examined, I think it would show we are very much the friend of small business and the friend of all business."

Sen. Javits reported that Republicans have been pushing the Bicks nomination, even though the activities of the anti-trust division have been embarrassing to the party's fund raisers. "I think it is pretty open knowledge," he commented, "that the Republican fund raisers find it very difficult in some areas of business because of this great support that has been vested in Bob Bicks."

■ Republicans themselves had been under fire during the final days of the regular congressional session for failing to push the Bicks and Kintner nominations. During a Senate judiciary subcommittee hearing on Mr. Bicks, Sen. Everett Dirksen (R., Ill.), the minority leader, rushed briefly into the room to proclaim his support. "When you are the President's spokesman in the Senate, you want to know the material you are working with," he explained.

"I've run my own FBI investigation on you," he told the Presidential appointee. "Bob, you have come through all right. From now on I want you to know that I am your lawyer in the Senate."

With that declaration, he was off to another hearing, and there was no further word—or action—on the Bicks nomination. Republican senators who proposed to bring the issue to the floor last June were cautioned: "Don't move now, while there is still a chance that the nominations will be reported."

■ Efforts of the Republican moderates to bring the issue into the open this week were particularly embarrassing to the Democrats because the delay on the Bicks nomination can in no way be rationalized as political expediency.

As a member of the executive department, he serves at the pleasure of the President. If the Democrats capture the White House, his services terminate on the day the incoming Democratic President announces his replacement.

Sen. William Proxmire (D., Wis.) has already cautioned his colleagues that continued delay on the Bicks and Kintner nominations will "be foolish politically and tragic for the national interest."

As chairman of the subcommittee on small business of the Senate banking and currency committee, Sen. Proxmire said, "I have been repeatedly impressed by the hard-hitting action taken by FTC under Earl Kintner, and by the warm response of small business men all over the country to him."

■ With respect to Bob Bicks, he said "he has put more drive and energy into the anti-trust division than it has had in a long time."

He put the challenge to his party this way: "If the Democratic Party, with its 66-to-34 majority in the Senate, rejects these two nominations, how can we square our actions with the platform we adopted in Los Angeles, asserting, as a fourth right of man, 'the right of every small business man, large and small, to trade in an atmosphere of freedom from unfair competition and domination by monopolies at home and abroad'?" #

S. F. Discount House Files Anti-Trust Suit Against 26

A $2,000,000 civil anti-trust suit has been filed in U.S. district court, San Francisco, by United Shoppers Exclusive, a discount house, charging that the store has been "virtually unable to stock leading brands of household appliances." Named as defendants in the suit were 26 retail appliance stores, manufacturers, and distributors of appliances and television sets.

Joined as a plaintiff with United Shoppers, which was organized in March, 1957, was Manfree Inc., one of the concessionaires and operator of the store's retail household appliance and tv set department. The complaint accused the defendants of "entering into an agreement to fix retail prices on appliances" and of "refusing to supply stores which were or are unwilling to stick to the fixed prices."

Why airline advertisers put us first among New York evening newspapers

The airline industry is jet-streaming toward new heights, with substantial increases in family travel. The World-Telegram's lead in airline advertising is on the rise, too. And for good reason:—it takes an *evening* newspaper to get into the *home*, where family travel decisions are made ...and the World-Telegram is the *only* evening newspaper which continually sells New York's lucrative market of active, better-income families. During the first six months of 1960, the World-Telegram not only led the other two evening newspapers in airline advertising, but was the *only* paper in its field to show a *gain*.

Among New York's evening newspapers, the World-Telegram is:

- First in **Retail** Advertising
- First in **Financial** Advertising
- First in **General** Advertising
- First in **Automotive** Advertising
- First in **Total Display** Advertising
- First in **Total** Advertising

Source: Media Records

New York's *quality* evening newspaper

New York World-Telegram
The Sun
A SCRIPPS-HOWARD NEWSPAPER

125 Barclay Street, New York 15, N. Y. • BArclay 7-3211
Or Scripps-Howard General Advertising Offices:
230 Park Avenue, N. Y. C. • Chicago • San Francisco
Los Angeles • Detroit • Cincinnati • Philadelphia • Dallas

FOR JET AGE "SMALL-FRY PILOTS"

Great two-for-the-price-of-one promotional items. Boy-gle colors. Your sales message can be imprinted.

9½" Turbo-Prop spins — 4½" Turbo-Putt-Putt sounds like a motor. Fits all bikes & trikes.

Write for sample set and quantity prices, enclosing 50¢ handling-postage cost.

R-W CORP., WOODLAND HILLS, CALIFORNIA

Announcing

TWO NEW "U.S.News & World Report" RESEARCH PROJECTS

— conducted under the consultation facility of the Advertising Research Foundation — contributing valuable new data about "U.S.News & World Report" families

In this day of rising costs and budget squeezes, more and more advertisers are demanding detailed data on the numbers and kinds of people served by various media. And more and more of them are demanding that these facts be based on reliable research methods in order better to evaluate media claims.

That's why advertisers will be interested in these two just-completed studies on "U.S.News & World Report" family characteristics. Both studies were conducted by Crossley, S-D Surveys, Inc. under the consultation facility of the Advertising Research Foundation.

PROJECT 1—A national study conducted by mail measures certain characteristics of "U.S.News & World Report" families. This is the first study conducted under the consultation facility of the Advertising Research Foundation by any of the three major news magazines.

This project furnishes data on "USN&WR" subscribers in these important areas: *age, marital status, annual family income, home ownership, automobile and air conditioning ownership and purchases, vacation and business travel habits, tire purchases, and the influence of the head of household on the leasing or purchase of cars and trucks.*

PROJECT 2—A basic research project conducted in Cleveland, Ohio, among "USN&WR" subscribers, using the same questionnaire as in the national study. The Cleveland project was made up of two studies. One was conducted by personal interview—the other by mail. Both used identical questionnaires, the same sized samples, selected in identical ways, and were done at the same time.

The purpose of this basic research was "*to determine the degree to which like data of a factual nature can be collected with equal reliability by personal interview and mail research.*" To our knowledge, this is the first time a major inquiry in this important area has been conducted.

What The ARF Is—And What It Does

The Advertising Research Foundation is a non-profit organization supported primarily by advertisers, advertising agencies and advertising media. Founded in 1936 under the sponsorship of the AAAA and ANA, it now has some 300 organizations in its membership.

Its basic four-point program:

1. Conduct fundamental research of industry-wide importance.
2. Help advertisers, agencies and media obtain accurate and trustworthy information.
3. Assist media to plan and conduct research which is readily accepted by their customers.
4. Establish standards and improved methods of research.

Here's what the ARF says of the two projects:

"In the opinion of the Committee, the national study contributes valuable data about 'U.S.News & World Report', while the 'Cleveland Study' contributes to a better understanding of techniques as related to the administration of mail studies.

"... the objectives, interviewing procedures, questionnaire, sample design and method of reporting conform to the standards set forth in the ARF's 'Criteria for Marketing and Advertising Research' ".

Here's what Crossley, S-D Surveys says of the two projects:

"At every step 'U.S.News & World Report' has not only accepted our recommendations but has exhibited a desire to make of this work a contribution to research thinking. On our part we have endeavored to operate with meticulous care at all stages, from rigid control of the sampling procedures to a penetrating breakdown check of the results, including comparative recontact of these questioned both by mail and by personal interview."

Both studies will be valuable to media and marketing directors, research directors, and space buyers alike. For your copy (or copies) write on company letterhead to William E. Robertson, Director of Marketing & Research, Advertising Department, "U.S.News & World Report", 23rd & N Streets, N.W., Washington 7, D.C.

U.S.NEWS & WORLD REPORT

America's Class News Magazine

Now more than 1,150,000 net paid circulation

Advertising Offices: 45 Rockefeller Plaza, New York 20, N.Y. Other advertising offices in Boston, Philadelphia, Pittsburgh, Cleveland, Detroit, Chicago, St. Louis, Los Angeles, San Francisco, Washington and London.

Man-Tan Maker Hits Competitors in Patent Suit

NEW YORK, Aug. 17—Drug Research Corp., manufacturer of Man-Tan, has filed suit in the U.S. district court here against about 20 suntan-by-the-bottle manufacturers for patent infringement and unfair competition.

This action against alleged infringers of a Drug Research patent comes a day after the company was granted a patent covering "no sun" tanning products which use dihydroxyacetone (protosol), known as DXA.

The company claims that DXA is the only known compound that can safely tan the skin without sun or ultraviolet rays.

■ Drug Research named the following companies as alleged infringers of its Patent No. 2,949,403:

Coppertone Corp. and Plough Inc., Memphis, makers of Q-T; Tan-O-Rama Inc., Newark, maker of Tan-O-Rama; Rolley Co., a division of Botany Industries, maker of Tansation; Ed. Pinaud Inc. and Nestle-LeMur Inc., makers of Rapid-Tan; Chemway Corp., Wayne, N.J., maker of Tan-O-Tan; Leonet Corp., maker of Magic Tan; Milly B. Sales Corp., maker of Look Tan; Procapa Products, maker of Pro Tan.

Dean Alfange of the new law firm of Alfange & Friedman, is handling the suit for Drug Research.

All the companies being sued which ADVERTISING AGE reached today refused to make any comment.

The ingredient dihydroxyacetone has been known for about 40 years, John Andre, president of Drug Research Corp., told ADVERTISING AGE. Until he and his chief chemist began looking into its possibilities around 1952, the ingredient was little more than a "laboratory curiosity," he said.

"We started with a chemical that was virtually unknown, and now they're finding many possible uses for it."

■ Recent reports in British medical papers, he said, indicate possible uses of dihydroxyacetone in antibiotics, for example. It is also producing reactions with other chemicals that were not known before, and it has possibilities of improving certain types of plastic, Mr. Andre said.

He added: "The price was prohibitive until we came along. When we started, we paid $250 a kilo. The first bottles of tanners we sold in the first three months were sold at $3 but actually cost us $8, and originally $10, to produce.

"We have established an industry that is being copied all over the world. We're the leaders in the field in England, for example, as well as in Canada, France and Belgium, and our patents are coming through all over the world."

■ Mr. Andre said that Drug Research was beginning to develop an export market in its tanners. At present the export is small, but the company hopes that "maybe in the future we will develop as great a volume as in this country."

Mr. Andre said that the alleged infringers of his patent "got the secret" from Drug Research products after the tanners had been on the market for eight or nine months.

"I think a hint was given in one of the trade journals, like *Chemical Week*," he said.

At present, he believes, there are about 20 competitors using the same basic ingredient.

■ Mr. Andre added that his company had invested about $250,000 in research into the tanner since 1952. He said that all the research on it up to the present and all the background material available from federal sources, were the work of Drug Research.

A few months back (AA, May 30) Mr. Andre said that Drug Research expects to do at least $12,000,000 in sales this year in tanners—about 45% of its total business. He said the company will invest some $5,000,000 in advertising the tanning products.

Within a year the main product Man-Tan has surpassed the company's weight-reducing product, Regimen, and Mr. Andre forecast a $7,000,000 sales volume for Man-Tan alone this year, making it the company's biggest seller. #

DonCarlos Schubring Crain

Garrett LeMay Thornburg Williams George

DISCUSSION GOES ON—*Between sessions at Minnesota Mining & Mfg. Co.'s first advertising management conference, held at Wonewok Lodge in Minnesota, the talk went out in the open air. Here are Bill DonCarlos, retail tape division; Paul Schubring, packaging supervisor; George Crain, adhesives, coatings & sealers division; Ross Garrett, National Advertising Co.; Ed LeMay, staff advertising services supervisor; Frank Thornburg, art director; Roger Williams, purchasing department; and Neil George, international division.*

Musicians Union Suit Hits Use of Films on Canada TV

NEW YORK, Aug. 16—The American Federation of Musicians has gone to court in an effort to stop the release of 122 post-1948 Warner Bros. feature movies to television.

The union asked the federal district court for temporary and permanent injunctions to keep Warner Bros. from transferring tv rights to "more than $11,000,000 worth of films" to Creative Telefilms & Artists of Toronto. AFM claims that these films, which were made for theatrical exhibition, may not be shown on television without prior negotiation with, and consent of, the federation. Herman Kenin, president of AFM, said Warner Bros. had refused to negotiate on this point.

The Warner Bros. deal with the Canadian company was made after new contracts had been signed with the Writers Guild of America and the Screen Actors Guild, covering the release of post-48 films. Both these unions went on strike and then settled for a contribution to their pension funds, rather than a share of the profits. #

Stomberg Retires from Nielsen

Philip J. Stomberg, a vp with A. C. Nielsen Co., New York, market research company will retire Aug. 31.

Mr. Stomberg joined Nielsen in 1935 soon after the inauguration of its food and drug index services, with which he has been closely associated. He moved to the New York office from Chicago in 1940 and was elected a vp in 1944.

American Business to Gould

American Business Systems, Philadelphia, manufacturer of forms and tabulating cards, has appointed Irving Gould Advertising, Philadelphia, to handle its advertising. Recently, American Business placed advertising direct and prior to that Gray & Rogers handled the account.

3M Division Ad Managers Study Organization, Agency Setups

Staff, Division Admen Work on Liaison Details at Semi-Annual Meeting

PARK RAPIDS, MINN., Aug. 16—How can we make advertising work harder and more effectively for 3M?

What can we do to improve relationships and increase the productivity of our advertising agencies?

What's the relation between divisional advertising departments and the new 3M central advertising staff?

How much, if any coordination, should there be between the advertising operations of various 3M divisions?

How can we improve the status and standing of advertising and of advertising people in the 3M company—a company which has always been primarily "sales oriented"?

■ These are the kinds of questions which occupied two score staffers and agency representatives of Min- July 20-Aug. 2, as the company convened its first "advertising management conference" at Wonewok Lodge on Big Mantrap Lake in the heart of the lake country in northwestern Minnesota.

A total of 31 3M personnel, seven representatives of the three 3M advertising agencies—and one "outsider," an ADVERTISING AGE reporter invited to cover the sessions and report freely on what transpired—were transported here from 3M's home grounds in St. Paul on Thursday morning in company planes, picked up in station wagons at the Park Rapids airport, and delivered at Wonewok in time to settle in, get out of city clothes, have lunch—and settle down to four days of frank, open talk about advertising problems.

■ Minnesota Mining, the 3M company, has been one of America's outstanding growth companies. Recently it has taken to acquiring existing companies (two of its most recent acquisitions are Revere Camera Co. and Mutual Broadcasting System), but primarily the company has grown and expanded as the result of new product development engendered in its own laboratories.

The company was originally completely integrated, but as new products have come out of the laboratory, have been tested and shown sales possibilities, company policy has been to cut them loose from central corporate management by attaching them to an existing division, or by setting up an entirely new operating division, almost entirely autonomous, and functioning very much like an independent company. In essence, 3M functions like families in the animal kingdom: New products are conceived and nurtured by the corporation, then, as they show signs of growing up and becoming self-sustaining, they are sent out on their own.

■ Until last December, however, the company's advertising operations were conducted by a central advertising staff, with individual members of the staff assigned to one or another of the divisions or subsidiaries (there are now 26 such divisions and subsidiaries.). At that time a reorganization was put into effect. The individual advertising managers and supervisors and their immediate assistants were put under the direct organizational control of the division or divisions for which they worked; and early this year a new corporate advertising staff, functioning as a coordinating and service unit, was developed. George W. Sandell, a veteran of the 3M advertising department, was transferred from the post of general manager of Thermo-fax Sales Inc., to head up advertising activities as staff advertising administrator.

The new setup—under which divisional advertising supervisors work directly for their divisions, but the central advertising staff maintains art supervisory services, display services and packaging supervision—left many areas of authority and coordination unclear, and the primary function of the companywide advertising conference was to clarify points of organization and coordination, to develop closer ties between staff and divisional advertising administrators, and between the various divisions, as well as to clarify the role and the position of all advertising people in the 3M organization.

■ The conference—which 3M advertising management hopes to continue semi-annually—was conceived by Mr. Sandell and put together by a planning committee composed of Ed LeMay, staff advertising services supervisor; George W. Crain, advertising manager, adhesives, coatings and sealers division; Charles Brandon, advertising manager, abrasives and

(Continued on Page 52)

Hallmark Sets Three Color TV Dramas Climaxed by Opera

KANSAS CITY, Aug. 17—Hallmark Cards Inc. will sponsor three color tv dramas this year.

"Shangri-la" based on James Hilton's novel, "Lost Horizon," will be presented Oct. 24.

Shakespeare's "Macbeth" will be given Nov. 20. The play about the king of Scotland was filmed on location in Scotland this summer, in the hope of catching the same scenes that Shakespeare had in mind when he wrote the play. Maurice Evans and Dame Judith Anderson will star in the production.

An original 90-minute Christmas opera, "Golden Child," will have its television premiere as the December offering of the Hallmark Hall of Fame (NBC-TV) series, on Friday, Dec. 16.

The December timing is expected to stimulate Christmas card sales.

"Golden Child," to be color taped in September, is the work of Paul Engle, Iowa poet, who wrote the libretto, and Philip Bezanson, an Iowa composer. Setting of the opera is California during the gold rush of '49. It is the story of an emigrating Iowa family seeking refuge from a snowstorm on Christmas Eve at Sutter's Fort.

"Golden Child" is the second original Christmas opera to be sponsored by Hallmark. The first was Gian-Carlo Menotti's "Amahl & the Night Visitors," whose premiere and four subsequent television performances were sponsored by Hallmark between 1951 and 1954. #

Blair Joins 'This Week'

James F. Blair, formerly with Wade Advertising Agency, Chicago, has joined *This Week Magazine* as manager of drugs and toiletries marketing. He succeeds William T. C. Huber, who resigned.

Frederick Rice Opens Offices

Frederick Rice, formerly advertising and sales promotion manager of Grand Auto Stores, has opened his own agency, Rice Associates, with offices at 1600 Tribune Tower, Oakland, Cal.

Ziff-Davis Boosts Housman

Ziff-Davis Publishing Co. has named Charles Housman to the new post of financial vp. Mr. Housman is a member of the board of the publishing company.

Who reads CHICAGO'S AMERICAN?

"I do," says Leo K. Bishop

From left to right in the picture at the top of the page are: Leo K. Bishop; Dr. Louis L. Mann, rabbi, Chicago Sinai Congregation; Archbishop Bernard J. Sheil, auxiliary bishop of the Roman Catholic Archdiocese of Chicago; and Dr. Archibald Carey, Jr., minister of Quinn Chapel and chairman of the President's Committee on Government Employment Policy.

"In my job as vice president of the central division of the National Conference of Christians and Jews, I work with religious leaders, such as Archbishop Bernard J. Sheil, Dr. Louis L. Mann and Dr. Archibald Cary, Jr., to build a better understanding between peoples of all races and creeds.

"We are all impressed with the AMERICAN'S excellent editorial and news treatment of our aims and activities. CHICAGO'S AMERICAN is one of the major forces helping to create a society without discrimination in our city.

"Yes, I read the AMERICAN! And so do Archbishop Sheil, Dr. Mann and Dr. Carey."

L. K. Bishop

CHICAGO'S AMERICAN

WHOLLY OWNED SUBSIDIARY OF THE TRIBUNE COMPANY, CHICAGO, ILLINOIS

ABC Radio Drops $800,000 in Billing on Religion Shows

(Continued from Page 2)

Class" and "Herald of Truth" have had a two network spread.

In letters to the canceled religion shows, ABC said only that it regretted it was necessary to exercise the 30-day right of termination of the contracts. The network did not give a reason for the action.

Robert Pauley, vp in charge of the ABC radio network, told ADVERTISING AGE that the network decided to reduce the number of religious shows and to leave the afternoon free for stations to program because it did not feel that the poorly cleared shows served the public interest. Other factors as well as clearances were weighed in deciding which shows to cancel. But merit of the program content was not a consideration, he said.

Religion, which ABC says brings in net billings of about $2,600,000 annually, is the largest single sponsor category at ABC. Mr. Pauley indicated that there are "no plans at the present time" to eliminate paid faith programming altogether and concentrate on sustaining religion programs. He said the network feels it has a definite obligation—to the audience and to the advertisers—to accept this type of business if the programs have station and public acceptance. Several sustaining religious shows will continue.

■ ABC also has been cutting back on paid religion on its owned radio stations. There are no shows of this type on WXYZ, Detroit; KQV, Pittsburgh, and WLS, Chicago, which used to carry about 22 hours a week. In mid-September WABC, New York, which is almost solid religion all day Sunday, mainly sponsored, will drop all paid local religious shows. The station will clear for the shortened list of network programs and it will set aside 90 free minutes every Sunday to be shared by Roman Catholics, Jews, Protestants and Evangelicals. This move will reduce the Sunday religious time on WABC from about 13 hours to some 7½ hours, which Hal Neal Jr., manager of the station, said is about twice the amount programmed by any other major station in New York.

■ The National Assn. of Evangelicals in Washington has noticed a growing trend in recent years on the part of stations toward curtailment or elimination of their paid religious broadcast schedules. There is a sharp divergence among the Protestants, who make up this body of broadcast business, as to whether broadcast religion should be sponsored or carried free by the radio and tv stations as a part of their public service to the community. The National Council of Churches supports the theory of free time, while Evangelicals feel that high quality religious programs should be acceptable on a paid basis.

A great many of the programs now on the air feature ministers and speakers who do not appear to be associated formally with any specific church or denomination. Most of the church broadcasters make regular appeals to listeners for donations to keep the programs going. These appeals, which sometimes in the slow summer months take on a note of near desperation, are frequently accompanied by offers of free picture books on Africa, religious calendars, records, inspirational talks, pictures and other such write-in come-ons.

■ With ABC's fall cutback on sponsored religion, Mutual will move into the top spot as the network with the most shows—ten—in this category. Approximately 300 to 310 stations clear for these MBS shows. NBC, which some years ago lifted its ban against this type of billings, carries nine religious shows—five of which are sponsored. CBS will not accept this kind of business.

Preachers who have lost their time spots on ABC may try for clearances on a spot basis. Swan & Mason already has started to set spot schedules in the 29 markets where Oral Roberts is aired on ABC. In New York, this broadcast, which has a spot radio lineup of nearly 230 U. S. radio stations as well as a sizable tv hookup, is heard over WINS as well as WABC and WWRL, to reach the Spanish-speaking population. The Roberts' agency prefers Sunday morning clearances. #

'SEP' KICK-OFF—*This is a first of a series of ads The Saturday Evening Post has scheduled to build audiences for the new Independent Television Corp.-Post film series, "Best of the Post," which is going into syndication this fall. This copy will run Aug. 27 in Select-A-Market regional issues.*

Stockholders Sue Chrysler; Company Sues Supplier

DETROIT, Aug. 17—Chrysler Corp., which has been under fire from several unhappy stockholders for some weeks, has become involved in two law suits, one brought by three stockholders against the car maker, the other instituted by Chrysler against two of its suppliers.

• Chrysler today filed suit here in Wayne County circuit court, seeking to recover profits and "other gains" alleged to have been made by Ben Stone, a partner of former Chrysler president William C. Newberg in two companies which supplied parts to Chrysler.

Mr. Newberg resigned two months ago (AA, July 4) after agreeing to return to Chrysler more than $450,000 in profits which he made as a partner in the two companies—Press Products Inc. and Bonan Co.

• Three stockholders—Sol A. Dann and Karl S. Horvath, both of Detroit, and Samuel S. Schwartzberg, of New York—brought suit against Chrysler, its directors and officers, and supply companies last weekend in Delaware chancery court, Wilmington. The suit charges mismanagement, and seeks an accounting of alleged profits which defendants made in return for exclusive contracts with suppliers.

• Already pending in a New York court is a suit brought by Robert Markewich, another stockholder, which is up for hearing Aug. 22.

Although the Delaware court refused to allow anyone other than stockholders and lawyers to examine the Dann suit, ADVERTISING AGE learned that 27 Chrysler directors and officers and 13 suppliers were named as defendants.

■ Among the defendants in the suit were Jack W. Minor, director of marketing of Chrysler Corp.'s Plymouth-De Soto-Valiant division, and Arthur Cerre Co., Detroit, a sales promotion and advertising materials company. The suit charged that Mr. Minor had an interest in the Cerre company, and that he pressured Chrysler dealers to buy display materials from Cerre.

Contacted in Philadelphia, Mr. Minor told AA the allegations are "absolutely false." He maintained that he has never owned an interest in the Cerre company or had any connection with it.

■ Two weeks ago Mr. Minor confirmed to AA that he owned interests in a taxi advertising company and a screen processing company which did business with Chrysler.

However, Mr. Minor pointed out that Chrysler knew of his interests in the two companies and had no objection to the arrangement (AA, Aug. 8). #

Poultry Board Ads Aimed at Docs, Dietitians to Offset Effects of Anti-Cholesterol Talk

CHICAGO, Aug. 18—The Poultry & Egg National Board will begin an advertising campaign next month to present information on the nutritional value of eggs to professional groups.

Lloyd H. Geil, general manager of the board, said the ads will run in publications going to doctors, nurses, nutritionists, dietitians and other medical specialty groups.

The board said the campaign is the result of recent publicity being given to cholesterol, a substance which is found in egg yokes as well as a variety of other foods. Some sources have indicated that cholesterol is an important factor in heart disease.

"Though the problem of what really causes heart disease may not be settled for years," the board said, "the fact that cholesterol has been accused, and that egg yolk contains cholesterol, has influenced many physicians not only to stop eating eggs themselves, but also to advise their patients not to eat them."

The board conducted a special campaign among members to raise funds for the ad drive, which is expected to run a minimum of three years. Mr. Geil said the amount to be spent and the publications to be used were not yet set.

L. G. Maison & Co. is the agency. #

FTC, Lever Talk About Tile Used in Pepsodent Ad

(Continued from Page 2)

been arranged, FTC would have produced witnesses to establish the exact nature of the tile used for the Pepsodent commercials.

■ After the one-day hearing in Washington last May, FTC had staged a "crash" investigation to locate the Pepsodent "tile." Unable to obtain the exact tile, FTC investigators tracked down the supplier. By tracing invoices, they established to FTC's satisfaction that the actual plate used by Pepsodent was an object which Mr. McManus described as a "flat glass plate."

In the commercials which have been challenged in the complaint, a laboratory technician applies smoke from a smoking machine to the surface of an enamel plate. As the Pepsodent is brushed across the surface, he explains, "See? The smoke stain is gone where we used Pepsodent. Yes, Pepsodent removes even yellow smoke stain, perhaps the hardest of all stains to remove."

A second stipulation arranged this week involved testimony by William H. Bambrick, Foote, Cone & Belding vp, who was named a party in the complaint. Lever sources said this stipulation deals with a description of the duties of an account executive. #

'Roanoke Times, World News' Sponsors R.O.P. Color Forum

"A Call to the Colors," consisting of talks by color authorities, exhibits, displays, costuming, models, sales material and a newspaper color edition, recently was held by the *Roanoke Times* and *World-News*, Roanoke, Va. The forum was designed to acquaint advertisers, agencies and businesses with the r.o.p. color service the Roanoke newspapers will start Sept. 1. They have offered spot color since 1957.

Consumer Contest to Push Kool-Aid

CHICAGO, Aug. 18—General Foods Corp. will promote Kool-Aid this fall with a jingle contest in which the winner will receive prizes every month for a year. The contest opens Sept. 6 and ends Oct. 31, promoting a product which used to be thought of primarily as a hot-weather seller.

The top prize winner gets his choice of 12 out of 24 merchandise prizes, including a 1960 station wagon, 25′ cabin cruiser, a 19′ automobile trailer, a 28′ swimming pool, a six-piece electric kitchen and a full-length mink coat.

The winner will also get a $5,000 cash bonus if his entry is accompanied by three Kool-Aid envelopes. The next 500 winners will receive wrist watches.

■ The contest, involving a two-line jingle, will be advertised in Sunday supplements, on radio and tv and at point of sale. A full-page comics-style ad will run in Sunday comics sections of Metro, *Puck* and independents.

Tv commercials are scheduled on "Celebrity Talent Scouts," "My Friend Flicka," "Rin Tin Tin" and "Rocky & His Friends" (ABC-TV). On radio it will be the "Breakfast Club" (ABC).

The contest advertising is in addition to Kool-Aid's regular fall and winter campaign running in *Ebony*, *Everywoman's Family Circle* and *Life* from August through March.

Foote, Cone & Belding is the agency for Kool-Aid, a product of the Perkins-S. O. S. division of General Foods.

GF AIMS DESSERT MIX AD AT MILITARY WIVES

NEW YORK, Aug. 16—General Foods Corp. sets a number of marks with a 12-page four-color insert running in the August overseas military edition of the *Reader's Digest*.

Called "Dessert Mixology," the insert features some 25 different recipes utilizing a host of GF products. Copy is angled specifically toward military wives.

In addition to the products, the ad promotes the "General Foods Kitchens Cookbook."

The insert represents:

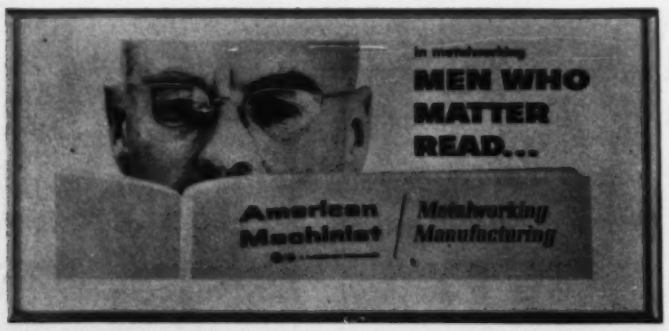
• The first recipe ad in detachable form to run in this *Digest* edition.

• The first ad to feature product advertising for four GF divisions.

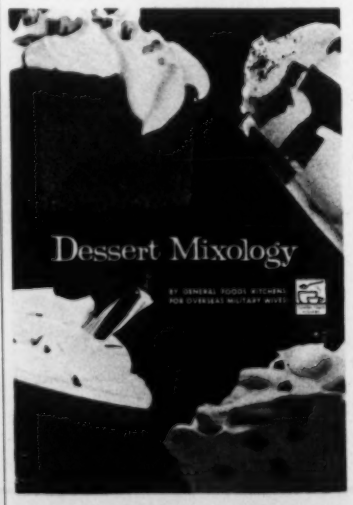
• The first food product ad of its kind designed specifically for U.S. service personnel overseas.

■ Use of "dessert mixology" points up the importance the overseas military market has assumed. GF now reportedly does more than $5,000,000 business annually in this market.

Young & Rubicam is the agency.

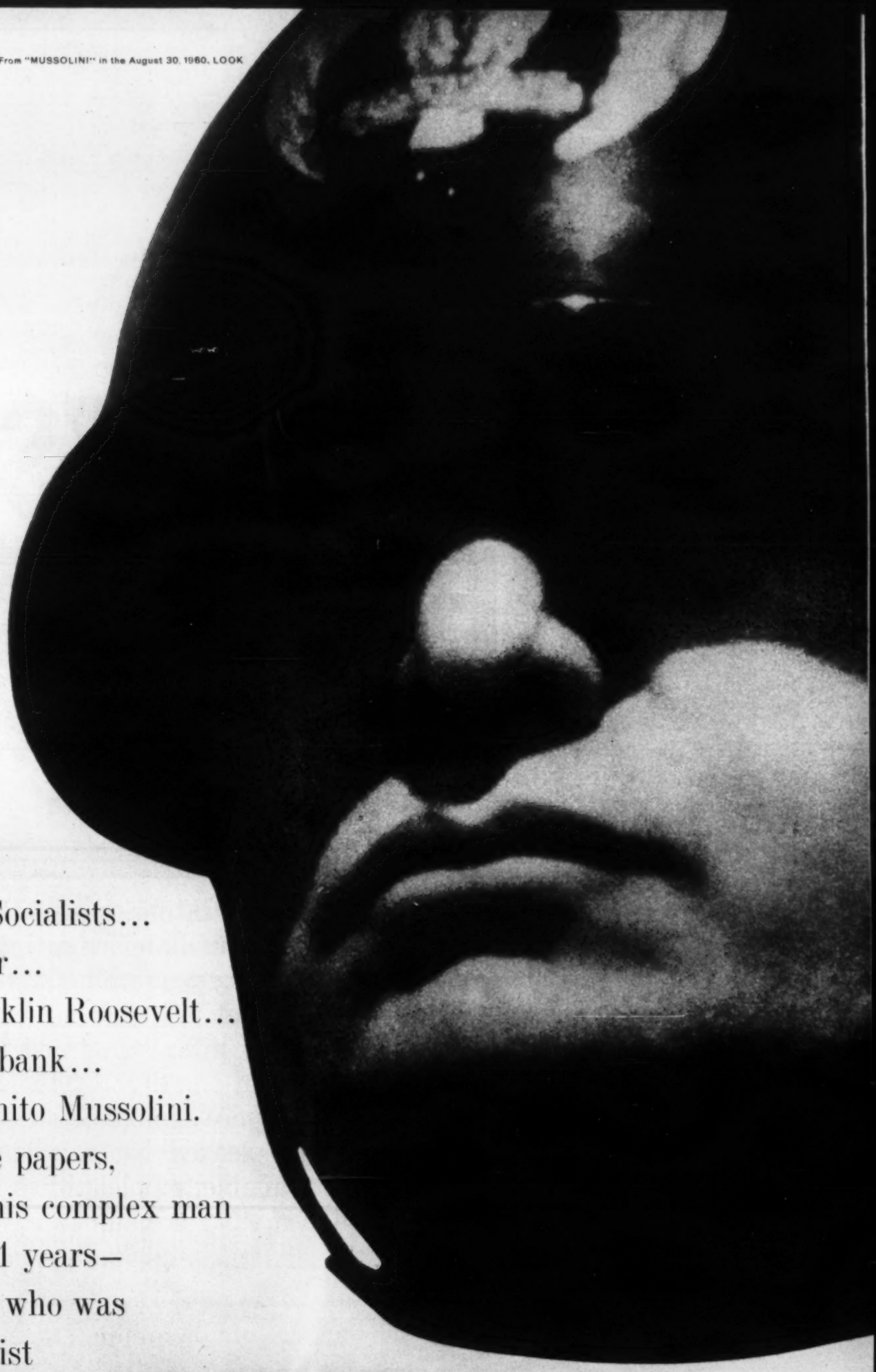


NEW OUTDOOR USER—*McGraw-Hill's American Machinist/Metalworking Manufacturing contracted for a No. 25 showing of 24-sheet posters like this in Chicago for 30 days starting Aug. 15. The 50 posters are clustered around the International Amphitheatre where the Machine Tool Exposition will be held for the two weeks following Labor Day. Two other metalworking shows will be held at the Coliseum and Navy Pier. Other posters are near railroad stations, air terminals and in the Loop. Some 4,000 prospects received a miniature poster. The showing was arranged through General Outdoor Advertising Co. and Van Brunt & Co.*



POST-ORIENTED—*This is the opening page of GF's "Dessert Mixology."*

From "MUSSOLINI" in the August 30, 1960, LOOK



"Judas" to his fellow Socialists...
puppet to Adolf Hitler...
"back-stabber" to Franklin Roosevelt...
egotist, bully, mountebank...
this was Il Duce—Benito Mussolini.
Now, from his private papers,
the untold story of this complex man
who ruled Italy for 21 years—
this blacksmith's son who was
poet, novelist, journalist
before he found his calling
as dictator. Fascism's
bitter lesson gains meaning
in the story of the world's first fascist...
in the current LOOK, *the exciting story of people.*

LOOK

NIELSEN'S EXPANDED SERVICE

The Nielsen 24 Market TV Rating, one of the television industry's most useful audience rating tools, is now available in 50 markets as well. The broader base is obviously important in itself; but as a sidelight, it also provides an interesting insight into the 24 Market Report. In the first of these pairs of surveys, the figures were almost identical! We at ABC Television are pleased to have this new market rating tool available; as pleased as we are to show up so well in it.

ABC'S EXPANDED CHEST

The first Nielsen 50 Market TV Report shows ABC way out front. The same story you're familiar with if you've been reading your 24 Market Reports. In either study, ABC-TV holds its lead securely. In fact, in the two weeks just averaged, ABC was first on four nights, second on three. And never third. Of course we're proud and happy. As we imagine our sponsors must be.

3 Network Share of Audience*	
ABC-TV	**37.2**
NET Y	**34.8**
NET Z	**27.9**

*Source: Nielsen 50 Market TV Report, average audience, for two weeks ending July 10th, 1960, 14 nights from 8:00 to 10:30 P.M. Sunday through Saturday

The Editorial Viewpoint . . .

The Single Rate Situation

No one whose primary interest lies in the national advertising field can be expected to react with anything but agreement to the Station Representatives Assn.'s effort to encourage a single rate among radio and television stations. Elimination of a dual or triple system of rates, applying to local as distinguished from national advertising, would enormously simplify the entire advertising business.

If the idea can be sold to newspapers and other media as well as to radio and television stations, a good many problems which now harass both buyers and sellers of advertising will tend to disappear. And while we have no illusions that a single rate in all media is likely to prevail in the near future, we must profess to be encouraged by the trend toward elimination—or at least minimization—of rate differentials.

As the Station Representatives Assn. pointed out in its letter:

"The reasons supporting the distinction between 'retail' and 'general' rates which prevailed years ago no longer exist. National corporations nowadays do business in every locality. Their presence in every field of local business makes the demarcation between 'retail' and 'general' extremely hazy and difficult to define equitably. Agencies and their clients understandably express concern over the inconsistencies and injustices of unlike charges for like services in any medium in which these inequities occur, whether in radio, television or newspapers."

There is a good deal of truth in this assertion. When the concepts of "retail" and "general" were first established, the distinctions between the categories were usually clear and sharp. But in the passing years, the images of both have become greatly blurred, and endless argument and discussion seem to take place.

Perhaps the greatest good to advertising would come from a single-rate structure, and with all advertising equally commissionable to advertising agencies. Under such a system, retail rates would undoubtedly have to be raised, but making them commissionable to agencies generally would indisputably tend to raise the general level of retail advertising—and this is devoutly to be wished.

That Retiring Columnist

When Rod Erickson came out from behind his cloak of anonymity, exposed himself as ADVERTISING AGE's "Eye & Ear Man," and said he was retiring as a columnist because the television business had pretty much settled down as a business, he not only acted unconventionally, but he brought on what might be called collateral problems.

A number of people suggested that Mr. Erickson was being unduly alarmed about the lack of things needing attention, and more than a few volunteered their services as successors to Mr. Erickson.

Others, somewhat more acid in their reactions, suggested that Mr. Erickson's action was noble in the extreme—and why didn't a few other Feature Section columnists join him in his inspiring march to oblivion? None of them was so crude as to name names in this regard, but their sincerity could scarcely be doubted.

So perhaps we ought to emphasize again that the motley collection of regular contributors to AA's Feature Section represents all shades and degrees of opinion on almost any conceivable subject connected with advertising and merchandising. We don't expect them to agree with each other . . . and mostly they don't. They write to encourage independent thought, to stir the brain cells, and not necessarily to secure agreement.

Why Do This Sort of Thing?

Perhaps our personal experience in this instance is unusual, and then again, perhaps it is not. At any rate, we have heard an astonishing amount of discussion of the phrase Chevrolet is using on radio and television—and perhaps elsewhere—with reference to Corvair.

Corvair is being described as "the best seller's car of the year." This presumably means that Chevrolet is the "best seller" and Corvair is its "car of the year," a distinction conferred by a motor magazine.

Whatever the phrase is supposed to mean, the discussion we have heard of this phrase has universally indicated that listeners—and especially radio listeners—believe it is purposely designed to mislead, and to make listeners mistake it for a claim that Corvair is the best selling car of the year.

We don't believe this at all. We suspect that no such mishearing was intended. We think instead that someone was entranced with the phrase, considered it cute and memorable, and let it go.

We're sorry they did, and we hope they remove it. Because it is this sort of cuteness in phraseology which leads too many people to say, "See, didn't I tell you about these slick hucksters?" We should add, probably, that the actual message, with very little likelihood of misconception, seemed to come through on the most recent tv commercial we saw. It is on radio, where a condensed version appears, that the greatest danger of misunderstanding seems to arise.

Gladys the beautiful receptionist

—Milt Riback, Milt Riback Public Relations, New York.

". . . but our toothpaste account exec was crestfallen at the ADA announcement."

What They're Saying . . .

Information, Not Entertainment

We [newspaper] editors should take the hint. As a medium for titillating citizens who seek only diversion, television has us backed against the wall. If we only do badly what tv does well we are headed for trouble.

But why play the other man's game? Why not perfect our techniques for recording the swift march of history, for explaining the new world of science, for reducing complicated political issues to plain and clear dimensions? The public wouldn't understand? Baloney! Look at the circulation figures once again, contrasting broadly two classes of newspapers. 63% increase against 6%. Look at the magazine figures, the swelling Niagara of dimes and quarters that go for magazines that inform. Look at the galloping invasion of the double-dome volumes on the pocket book racks.

Time is with us, gentlemen. The growing thirst for information fits our business perfectly. It is only if we cling to obsolete theories of what the public wants, theories that sickened with the elder Pulitzer and died with the elder Hearst, that American journalism will decay.

—Jenkin Lloyd Jones, editor, Tulsa Tribune, speaking at a meeting of the National Newspaper Promotion Assn.

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ADVERTISING

Jack C. Gafford, advertising director. **Gorden D. Lewis**, manager sales and service; **John B. Carlson**, assistant manager; **R. W. Kraft**, production manager. New York: **Harry Hoole**, eastern advertising manager; **John P. Candia, David J. Cleary Jr., Louis De Marco, Daniel J. Long, William A. Maher, Alfred Malecki, B. Richard Weston**. Chicago: **E. S. Mansfield, Arthur E. Mertz, Rod H. Minchin, David J. Bailey, Jack Barnett**. Los Angeles: (Simpson-Reilly Ltd., 1709 W. 8th St., HU 3-0561) **Walter S. Reilly, James March, John W. Heck Jr., Murray Keatinge**. San Francisco: (Simpson-Reilly Ltd., 703 Market St., DO 2-4994) **Richard B. Paulsen**. Portland, Ore. (Frank J. McHugh Co., 520 S. W. Sixth Ave., CA 6-2561) **Frank J. McHugh Jr.** Seattle: (Frank J. McHugh Co., 101 Jones Bldg., MA 4-3840) **Thomas A. Knowles**. London: Publishing & Distributing Co., Ltd., Mitre House, 177 Regent St., London W1. Paris: Gerard Lasfargues, 186 Boulevard Malesherbes, Paris 17.

25 cents a copy, $3 a year, $5 two years, $6 three years in U. S., Canada and Pan America. Elsewhere $4 a year extra. Four weeks' notice required for change of address. **Myron A. Hartenfeld**, circulation director.

Rough Proofs

Harper's Bazaar says the way for a gal to look is "vivid, vital, vibrant."

But she has to decide just what she's going to vibrate to.

•

Chicago's "dream" football game between the pro champs and the college all-stars would be a lot more exciting if the Baltimore Colts and Johnny Unitas didn't make it look quite so easy.

•

"It's so nice to have a cake around the house!" exclaims Betty Crocker.

And all the kids agree it's so nice to get around one.

•

The motor car makers have hitched their wagons to a star, meaning their station wagons, with the star represented by fast-growing Suburbia.

•

Kohler says parents agree "It's the most" to have a second bathroom for their favorite daughter, and bathroom emancipation for themselves.

The first emancipation, of course, comes with getting that second telephone.

•

American tourists in Europe were caught again by strikes which held up sailings of two big Cunard liners, but you can't discourage our free-spending travelers with a few inconveniences like that.

•

Pall Mall makes it easy for the members of the creative staff of its agency—they just keep repeating the commercials over and over on tv and in print.

•

"We even call in experts, ages 6 to 12, to try new forms, new shapes, new flavors," explains General Foods.

Now there's a consumer panel that will really cooperate enthusiastically.

•

Miss Clairol offers that "fresher-than-springtime" look to ladies interested in a new hair color, and maybe it will turn out to be even younger than springtime.

•

"Do you sin when you speak?" asks a magazine advertiser, wagging a warning finger at those who aren't sure of their grammar.

The size of the sin depends on who's writing the rules.

•

Abe Schrader, that talented fellow, is described as an authority on art and women.

With that equipment, he couldn't help being a success in fashion design.

•

"Color so delicious, you almost *want* to do the dishes," says Rubbermaid of its dishwashing team.

"Almost" want to, but not quite.

•

Saraka's promise is so flattering as to be practically irresistible. It's for "today's younger men and women over 45."

COPY CUB.

more
readers
in
the
booming
blooming
suburbs...

The suburbs account for the biggest share of Delaware Valley's sales . . . 71% of the automotive, 76% of the lumber and building supplies, 65% of the food store sales. And it's in the busy-buying suburbs that The Daily Inquirer reaches 30% more adult readers than the major evening newspaper!*

*Source: *"Philadelphia Newspaper Analysis" by Sindlinger & Company Inc. Highlights available on request.*

So, if you want to *sell* more where they're buying more—put your advertising in The Inquirer!

The Philadelphia Inquirer

NEW YORK	CHICAGO	DETROIT	SAN FRANCISCO	LOS ANGELES
ROBERT T. DEVLIN, JR.	EDWARD J. LYNCH	RICHARD I. KRUG	FITZPATRICK ASSOCIATES	FITZPATRICK ASSOCIATES
342 Madison Ave.	20 N. Wacker Drive	Penobscot Bldg.	155 Montgomery St.	3460 Wilshire Boulevard
Murray Hill 2-5838	Andover 3-6270	Woodward 5-7260	Garfield 1-7946	Dunkirk 5-3557

POWERBOATS IN THE GOLD COAST MARATHON BY BILL KUENZEL, MIAMI HERALD

SPORT BRINGS OUT THE BEST IN PEOPLE

and Sports Illustrated brings out the best of people

—900,000* active families of them every week. They wouldn't be reading a sports magazine if they weren't active people. And such people simply have more needs and more opportunities to get around; to entertain their many friends; to drive their cars; to go places; to sail and golf and ski in friendly competition; to keep fit; to dress up in their best. For active people make active markets. It stands to reason that you sell more to people who do things. That's why advertising looks right, feels right, is right in SPORTS ILLUSTRATED.

*950,000 effective January 1961

ACTIVE PEOPLE MAKE ACTIVE MARKETS

Honoring the Minds that meet the Challenge of the '60s...

IRE remembers the MAN

. . . for a breakthrough in radio-electronic devices

Another electronic problem solved: hybrid travelling-wave tubes, for high-power pulsed amplification, can now have the gain variation adjusted with frequency to suit the designer. Dr. E. J. Nalos' paper describing how this is done has won him the *1960 W.R.G. Baker Award*, for the best paper to appear in IRE's Transactions of the Professional Groups. IRE is proud to honor Dr. Nalos, and to salute all who, in this challenging decade, work for the advancement of electronics and apply it to the betterment of our lives.

E. J. Nalos

Your company, too, has to meet the challenge of the '60s in the vast radio-electronics field; to do so, it too must "remember the man"—must reach the top-level minds who control purchasing for electronic equipment, components and supplies. 65,243 (ABC) of them read **Proceedings** every month—ACT on what they read. Present your company's facts in **Proceedings**—and watch the reaction!

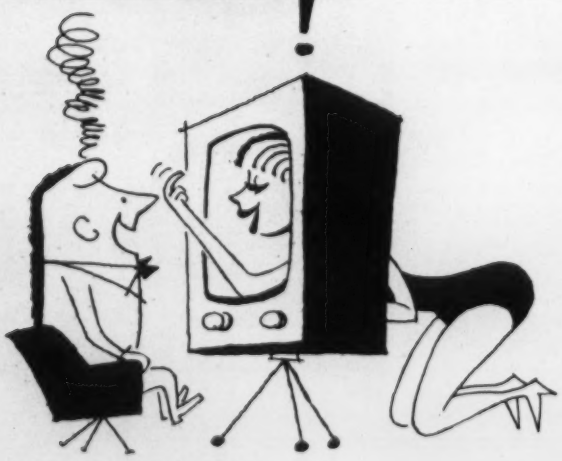
For a share in the present, and a stake in the future, make your product NEWS in

Proceedings of the IRE • The Institute of Radio Engineers

Adv. Dept. 72 West 45th St., New York 36, N. Y. • MUrray Hill 3-6606 BOSTON • CHICAGO • MINNEAPOLIS • SAN FRANCISCO • LOS ANGELES

Granted that there's more than one way to persuade a prospect. But if you sell to the mass market we recommend TV...and we recommend a station that lies close to the hearts of its audience because of its years of careful programming to the needs of its region. KOIN-TV is that station in Portland, Oregon, and 32 rich surrounding counties. Check Nielsen for proof.*

KOIN*TV PERSUADES PEOPLE in PORTLAND!



*Highest ratings and widest coverage . . . 7 of every 10 homes in Portland and 32 surrounding counties.

KOIN-TV • Channel 6, Portland, Oregon
One of America's Great *Influence* Stations
Represented Nationally by CBS-TV Spot Sales

Getting Personal

Edward Codel, vp of the Katz Agency, New York, and **Haydn R. Evans,** general manager of WBAY-TV, Green Bay, Wis., don't care how far they have to go for good fishing. They left Aug. 13 from Minneapolis to fly 700 miles deep into the Canadian wilderness for a week of fishing on Reindeer Lake—on the fringe of the Arctic Circle. Those fish had better bite . . .

Robert Bendick, an exec producer at NBC-TV, was the hero in a tv-type tragedy which was, however, only too real. He rescued two teen-age girls clinging to a capsized motorboat in Long Island Sound, Aug. 10. The girls, barely conscious, had clung to the nearly submerged bow for four hours; four members of their family were drowned. Mr. Bendick, former producer of the "Today" show, was returning from Cape Cod on **Garry Moore**'s yawl, "Redwing," which Mr. Moore had loaned to the Bendicks for their vacation . . .

Roger Fawcett, vp and general manager of Fawcett Publications, is back in the sport news. This time he accomplished the unusual in trapshooting by winning the New York State tournament handicap as well as the high over-all scores . . .

Stevens Vidal Mateos Cossio

HONORS—*Byron Stevens, board chairman of Hanson & Stevens Inc., Chicago advertising agency, recently presented an honorary membership in the Elmhurst, Ill., Philatelic Society to President Adolfo Lopez Mateos of Mexico. At the presentation were Rafael Murillo Vidal, Post Office director, and Jose L. Cossio, prominent Mexican stamp collector. Mr. Stevens, founder and president of the Elmhurst Philatelic Society, helped institute a friendship stamp for the U. S. and Mexico, which will be brought out Sept. 16, Mexico's Independence Day.*

Romance has finally merged the gap between the editorial and sales departments of ADVERTISING AGE, culminating in an Oct. 15 wedding date for **Helen Conlin** of AA's Chicago editorial staff and **Jack Barnett** of the Chicago sales staff . . .

It will be an October wedding for **Diana Wilkinson** and **M. S. "Bud" Rukeyser Jr.** The bride-to-be works for the New York office of the Australian Broadcasting Corp., buying American tv shows for presentation in Australia. The groom-to-be is manager of business and trade publicity at NBC . . .

Ed Kobak, business consultant, radio station owner and former Mutual network president, is recuperating at home after a ten-day sojourn in the hospital with a bleeding ulcer . . .

D. Robert Parman, senior vp of Ted Bates & Co., has been elected to the board of directors of the National Multiple Sclerosis Society. He is also chairman of the New York county chapter . . .

It's a girl, Alexandra Marie, for **Herbert Hahn,** vp of American Broadcasting-Paramount Theaters Inc., New York. She was born Aug. 8 . . .

Frank M. Folsom, board chairman of Radio Corp. of America, has been named to receive the annual Cardinal Newman Award for his service to Newman Clubs. The clubs are for Catholic students attending non-Catholic colleges and universities . . .

Tom Mason, with Geyer, Morey, Madden & Ballard, New York, was Dublin-bound this month squiring his aunt, Mrs. W. Joyce, and mother-in-law, Mrs. M. Walsh, who are visiting their native land for the first time in 30 years . . .

Sorel Rossinoff, of the Al Paul Lefton ad agency, New York, and Earl Steinman plan a fall wedding . . .

Thomas MacBurney Jr., of the Los Angeles office of Adams & Keyes, became a father for the second time with the arrival of Carolyn Louise Aug. 7 . . .

Double-take—**Richard Needham,** vp of Needham, Louis & Brorby, Chicago, got his second hole-in-one at Onwentsia Country Club. He got the first one five years ago on the same hole, with the same club . . .

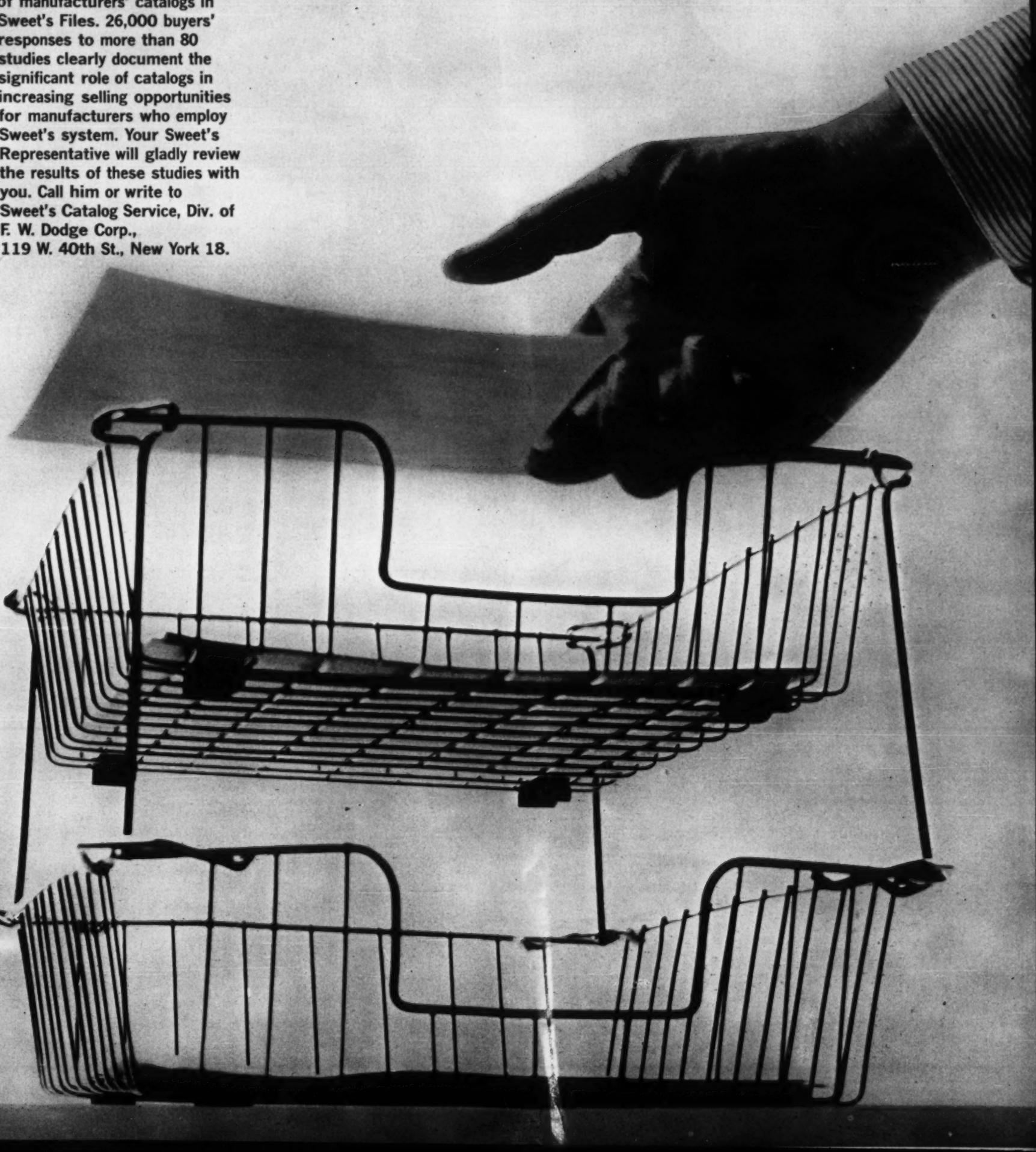
Gould Kardashian, Chase-Manhattan vp in charge of new business and marketing, was named chairman of the Just One Break division of the Admen's Post #209 of the American Legion. JOB is a non-profit organization which places the handicapped in industry . . .

Nate Tufts, vp and manager of the Los Angeles office of Johnson & Lewis ad agency, and his son, Jeffrey, underwent surgery on Aug. 3 and 5, wound up sharing the same room at St. Joseph's Hospital, Burbank . . .

Ex-adman and former AA feature section contributor **Walter O'Meara** has a new book out, "The Savage Country," lusty tale of fur trading in Canada in the 18th century, published by Houghton Mifflin. Mr. O'Meara's "The Grand Portage" was a recent best-selling novel . . .

REQUISITIONED

Requisitioned . . . recommended . . . approved . . . specified . . . called local office. These are buying actions which typically result from buyers' use of manufacturers' catalogs in Sweet's Files. 26,000 buyers' responses to more than 80 studies clearly document the significant role of catalogs in increasing selling opportunities for manufacturers who employ Sweet's system. Your Sweet's Representative will gladly review the results of these studies with you. Call him or write to Sweet's Catalog Service, Div. of F. W. Dodge Corp., 119 W. 40th St., New York 18.



WANT MORE CUSTOMERS IN PORTLAND...
(OREGON)

The things people of Portland read about in the **PORTLAND OREGONIAN** and **PARADE** on Sunday, move off the shelves on Monday and all week long!

PARADE
THE SUNDAY NEWSPAPER MAGAZINE

Represented Nationally by Moloney, Regan & Schmitt, Inc.

PARADE...The Sunday Magazine section of strong newspapers throughout the nation, reaching 10 million homes every week.

Car Makers Plan to Put $80,000,000 Into Network TV

DETROIT, Aug. 16—With virtually all commitments made, it looks as if the automobile manufacturers are going to pick up a tab of over $80,000,000 for television entertainment on the networks during the coming season.

This does not include network national and regional spot commercials, which added another $12,-143,000 in 1959, according to the Television Bureau of Advertising.

Advance bookings for General Motors tv in the 1960-61 season are up in cost and in number of shows. The company has 176 program hours scheduled, which will cost $48,466,000. It spent only $33,856,-000 last season.

■ While GM has expanded, Ford and Chrysler have lowered their tv budgets. Ford will put out $17,-674,340 for 82 hours, where last year it spent $21,676,000. Chrysler has contracted for 67 program hours costing $13,020,400 this year, as against $14,441,000 last year.

The total on tv for all the auto companies stands at about $10,000,-000 more this year than last.

■ General Motors is said to be reaching for maximum circulation and a wider spread of entertainment this year, as contrasted to a former policy of buying big name stars and costly specials. Gale Smith, who came to General Motors from Procter & Gamble a year ago last spring as tv advisor to the various GM divisions, appears to prefer the b&w mass coverage shows, as against more costly color spectaculars.

American Motors has not been in tv heavily since it gave up the Walt Disney program, except for a few exposures on NBC's "Journey to Understanding" last spring. AMC said, however, that it expects to do quite a bit with tv spots in the coming season and may add a couple of documentary specials.

Studebaker-Packard is expected to continue to confine itself to the "Jack Paar Show" and some spot tv. The Paar show participations cost the company $750,000.

■ NBC is continuing to get the largest share of the auto tv dollar total—about $44,500,000. ABC will take in $20,728,000, while CBS will get about $15,173,000.

Dinah Shore is the highest single figure earner, costing Chevrolet $13,000,000 for full sponsorship of one hour per week, but the swing to parttime participation in more shows is noted. This has been particularly encouraged by ABC, with a lot of new b&w shows in its portfolio.

Pontiac, which has spent most of its money lately on spectaculars on a one-a-month basis, is going to take ABC's "Surfside Six" this year. Oldsmobile has bought a part of "Michael Shayne" and Chevrolet is into "Route 66" on CBS and "My Three Sons" on ABC. Chevrolet alone will expend close to $25,000,-000 in tv.

Oldsmobile also will present a part of ABC's "Hawaiian Eye," and pick up part of the tab on the sports program General Motors has ordered for a little over $3,000,000, covering viewing of the World Series and the Rose Bowl and Blue-Gray football games.

■ United Motors and AC spark plug divisions of General Motors, while not strictly classed as auto makers, have agreed to spend $3,-789,000 to participate in ABC's "Stagecoast West," "The Islanders," "Cheyenne" and "Naked City."

Oldsmobile also is in the sports picture on its own, with a Bing Crosby golf tourney, which will cost $232,000, and two one-hour specials with Bing (not playing golf) which will cost about $944,-000.

General Motors has one institutional Danny Kaye special, his first tv show, which will cost $500,000. Buick is the one GM division still going strong on specials, again having booked Bob Hope for eight hour-long appearances, at a cost of $4,400,000. Pontiac will go for two specials, featuring Victor Borge and John Wayne, to cost about $950,000.

Ford division continues with Tennessee Ernie Ford, keeping his full half hour each week at a cost of $5,875,000, and with alternate hours on "Wagon Train" for $4,-808,000. The Ford Motor Co. is spending $817,000 for the CBS Leonard Bernstein shows. Lincoln-Mercury is taking up the half-hour Alfred Hitchcock mysteries, which will shift to a new NBC berth. These will cost $6,084,000.

■ Plymouth division of Chrysler will have 26 full hours of Garry Moore for the first time, at a cost of $5,585,400. It did not renew Steve Allen. Another big-timer absent from the auto shows so far is Pat Boone, who was with Chevrolet last season.

Dodge division of Chrysler is retaining Lawrence Welk's music program, but only on an every-other-week basis, and will spend $3,894,800 for him on ABC. Plymouth also has alternate weeks of CBS's "Mr. Garland" for $2,852,000. Chrysler Corp. is counting heavily on two specials by Fred Astaire on NBC, to cost $760,000. #

Dow Chemical Promotes Two

Dow Chemical Co., Midland, Mich., has promoted Byron E. Ellis to manager, consumer products advertising and named W. F. Richards manager, industrial and farm products, which includes general chemicals, plastics, magnesium, metal products and agricultural chemicals. Mr. Ellis formerly was general chemicals advertising supervisor; Mr. Richards previously was advertising supervisor for magnesium, metal products and agricultural chemicals. The realignment follows recent reorganization of the sales department's marketing and sales development activities for consumer products and the appointment of Harry W. Barrow as advertising manager of Dow's textile fibers department.

Bunny Bear Predicts Co-op Gain

Bunny Bear Inc., Everett, Mass., national nursery product company, has set the largest co-op ad program in its 42-year history. The company predicted that at least 40% more local ad linage than last year will be contracted for by stores in conjunction with Bunny Bear. The company attributed the co-op gain to new types of travel items and to baby lounges, introduced by the company this year. Hoag & Provandie, Boston, is the agency.

Weissman Joins 'Monitor'

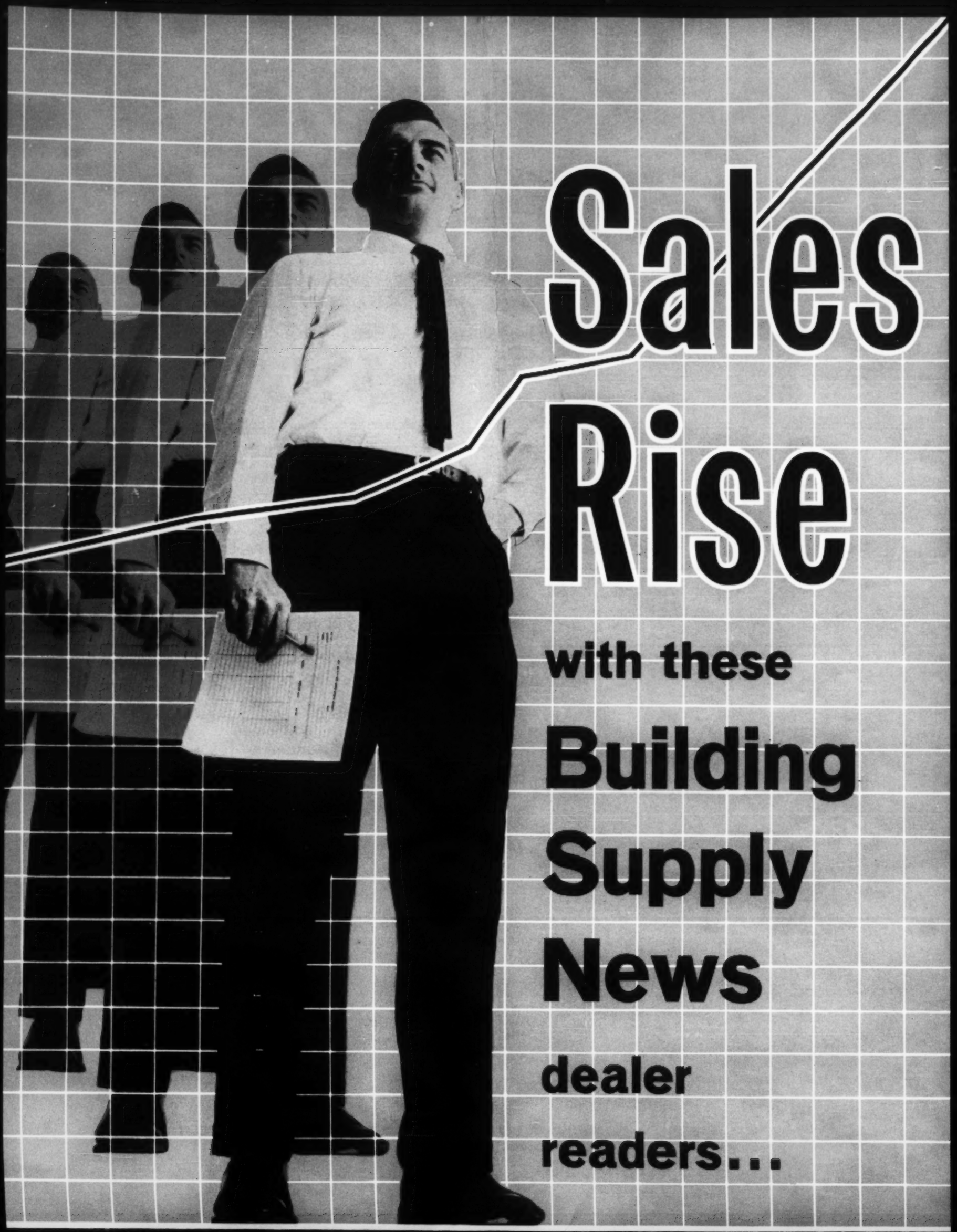
Wallace A. Weissman, director of advertising and sales promotion of PRD Electronics, Brooklyn, has been named advertising and business manager of *The Monitor*, monthly magazine of the New York section of the Institute of Radio Engineers.

Kurlash to Ehrlich

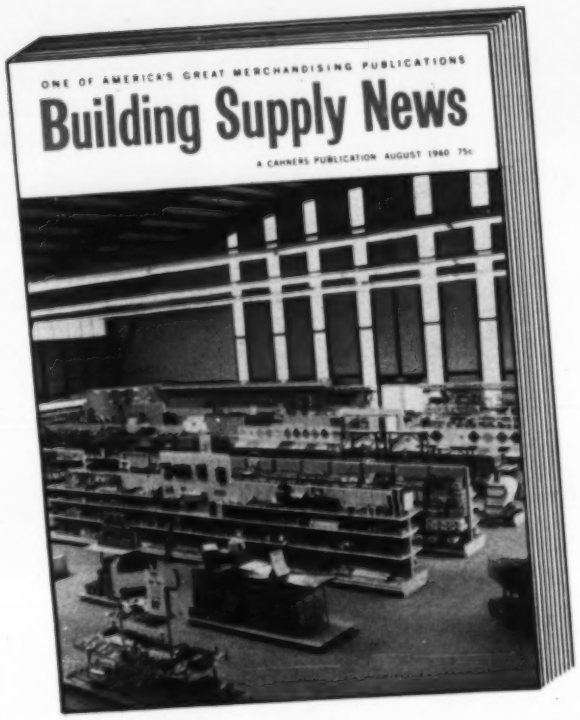
Kurlash Co., Rochester, N. Y., manufacturer of eyelash curlers and other eye beauty preparations, has appointed Ehrlich, Neuwirth & Sobo, New York, to handle its advertising. Friend-Reiss Advertising handled the account previously.

...with this fast moving

giant
sales
force


Sales
Rise
with these
Building
Supply
News
dealer
readers...

who control nearly 90% of the entire lumber and building material dealer market!



The BSN lumber and building material dealer is a BIG MAN to have on your team! Average gross last year . . . in excess of $400,000.00! His group rings up 90 cents of every dollar spent with dealers for materials and equipment used in new home building, non-residential light construction . . . and the huge remodeling and repair market . . . professional and do-it-yourself! Through financing, home shows, sales promotions, etc.—he is a vital factor in the brand selection of hundreds of building products and supplies. Because of the expanded nature of his business, he is also a big factor in the merchandising of hardware, cabinetry, paint, garden tools, plumbing equipment, electrical supplies, farm implements, do-it-yourself items and building specialties.

And yet, the very size and scope that make this dealer business so important to you—creates the roadblocks that stand in the way of your reaching it effectively. The broader the dealer's interest, the more product categories, the bigger his business . . . the less time he can spend with your salesman, or your distributors' salesman. Under such conditions your salesman needs more support; advertising *must* carry a greater share of the selling load.

Your advertising *can* carry the share of selling load it must carry in this big, busy and booming $10 billion market when you use *dominant* space in BUILDING SUPPLY NEWS to do the job.

All independent research studies today show that BSN is FIRST in market coverage . . . FIRST in reader preference . . . FIRST in reader interest . . . FIRST in total buying power of its audience.

Proof of top quality readership . . . the lowest cost per thousand dealer establishments reached . . . the largest advertising gain, page volume and dollar volume . . . the most advertising pages carried of *any* monthly merchandising magazine . . . all these are evidence of the BIG JOB BUILDING SUPPLY NEWS does. It can do the BIG JOB for you!

Building Supply News • A Cahners Publication • 5 South Wabash Avenue, Chicago 3, Illinois

Fast, accurate reporting *in depth* presents the whole story . . .
Not only what's happening but *why* it's happening . . .
And what it *means* to the world of marketing . . .

The fellow who invented the cliffhanger for movie serials was undoubtedly a genius. Leaving the quivering heroine pinioned to the railroad tracks as the installment shrieked to its end undoubtedly brought the customers back in droves the following week to find out what happened.

But cliffhanging makes no sense in news reporting. No one wants to wait until "next week" to find out what happened . . . or why it happened, or what it means. That's why Advertising Age not only reports the news quickly, but fully and in depth. It paints the *complete* picture.

As one adman, with a carload of advertiser and agency experience to his credit, puts it: "Ad Age does a first-rate job of keeping me posted on what's happening in the field of advertising. Its reporters are always digging for the *whole* story." *No doubts, no cliffhangers here.*

What's more, the special roundups and surveys—i.e. the annual Agency Billings, 100 Leading National Advertisers, Broadcast Advertising and other intensively-researched yearly features—are prized and filed for repeated reference by this executive and thousands of others.

Whether they view the marketing world as advertisers or as agencymen, admen know they can see it *in full* through Ad Age's wide-angled editorial lens. That's why you'll find that most of the executives of importance to you read Ad Age *regularly and thoroughly*. And, of course, your sales message in Ad Age can get the same careful attention that AA's editorial content receives week in, week out from the men and women who spark market and media decisions.

You, too, can profit by avoiding cliffhangers. A consistent schedule in Ad Age could eliminate any doubts about what your medium or service offers your advertisers or clients.

ABC ABP NBP

1 Year (52 issues) $3

important to important people

200 EAST ILLINOIS STREET · CHICAGO 11, ILLINOIS
630 THIRD AVENUE NEW YORK 17, NEW YORK

Design Introduces Compatible Records With Coupon Offer

NEW YORK, Aug. 16—The fall advertising campaign for Design's "compatible" record albums will be built around a special coupon offer. Every compatible album will contain a coupon, three of which will get the record customer his choice of a free lp.

Cy Leslie, president of Pickwick Sales Corp., which produces the records, announced that the Design compatible albums had been repriced at $2.98, rather than the current price of $1.98. A cellophane wrap over the album cover will carry the lines: "New! The two-way stereo and hi-fi record. It plays on every phonograph."

The coupon offer is effective Sept. 1, but the big ad push starts a few weeks later with copy in *Look*, *Reader's Digest* and *The Saturday Evening Post*. The color copy also will run in the *New York Times Magazine*, with other publications to be selected later. The schedule also calls for radio spots.

■ A co-op budget covering 40 major cities is available for newspaper advertising. To qualify for the co-op funds and for the other dealer aids, the retailer must have a compatible window for at least seven days, minimum inventory and good inside display space. The dealer kits will carry buttons, counter cards, streamers and window materials.

Among the new albums being offered during the campaign are "The New Sound of the Ink Spots," "Arias from the World's Great Operas," "Piano Roll Music," "World's Greatest Ballets" and "Sacred Country & Western Songs."

The ad campaign is being handled by Lee-Myles Associates. #

Workshop Issues Second Volume on Agency Business

CHICAGO, Aug. 16—The Advertising Workshop, book publisher, has begun sales of "Solicitation & Presentation Techniques—Series Two."

The two-volume book contains three general agency new business presentations, nine examples of special presentations and chapters on various phases of agency new business methods.

■ The first series, published in 1958, sold approximately 1,000 copies. The second series has sold about 160 copies during the first three weeks.

The "Series Two" book sells for $200 a copy. Advertising Workshop said it is planning to offer a combined price for both series. The "Series One" book also sold for $200.

Advertising Workshop is located at 117 W. Harrison, Chicago. #

ABC Buys Interest in New Venezuelan TV Network

American Broadcasting Co., organizer of the recently established tv network in Central America, has bought a minority interest in Corporacion Venezolana de Television, a new Venezuelan tv network scheduled to begin operations Oct. 1.

Renny Ottolina, Venezuelan entertainer, who has had his own show on WABC-TV, New York, for the past four months, will return to Caracas as general manager of the network.

'SR' Will Report on PR and Advertising in New Section

A monthly editorial section covering communications media—including advertising and public relations—will be inaugurated by the *Saturday Review* in its Oct. 8 issue. "The supplement will report how well the various media of communication go about their business," the magazine said. Richard L. Tobin, author, lecturer and longtime member of the editorial staff of the *New York Herald Tribune*, will be editor of the section.

Thomson Buys Lagos Interest

Canadian publisher Roy Thomson has bought a 50% interest in the Lagos Daily Service, published by Amalgamated Press Ltd., Lagos, Nigeria. Mr. Thomson publishes 28 newspapers in Canada, eight in the U. S. and 40 publications in the United Kingdom.

Noble-Dury & Associates of Nashville produce animated television commercials with

FRED A. NILES PRODUCTIONS, INC.
1058 W. Washington Blvd. • Chicago 7
In Hollywood: 5539 Sunset Blvd.

WE LIKE TEACHER . . . TEACHER LIKES US

Usually a note from teacher means trouble. Not in this case. We got a letter from D. A. Van Valkenburg, Asst. Professor of Business Administration at Taylor University . . . and he was complimentary! This is what he said:

"I wanted to let you know why WJR has always been about the only station I have listened to regularly, and the reasons I appreciate it.

"1. GOOD news coverage. I like your regular 15-minute programs. Most other stations cover only the 'headlines' . . .

"2. GOOD music. We need more and more of your fine musical programs. Having a 'fine arts director' is excellent. I enjoy not only your 'classical' music, which few stations ever use, but also your 'sane and sensible' popular music . . .

"3. GOOD sports coverage. Having always been a Tiger fan . . . I appreciate a 'power station for night baseball.' I appreciate your carrying the Lions football games, too.

"4. GOOD programming. I consider WJR to be a 'reputable, class, progressive' radio station . . ."

What more can we say? If you'd like to talk to a receptive, heads-up adult audience in the money belt of the Great Lakes, ask your Henry I. Christal rep for the facts on WJR.

WJR DETROIT
760 KC 50,000 WATTS
RADIO WITH ADULT APPEAL

Listeners appreciate our complete range programming . . . something for everyone—every day.

Sell the entire Greater St. Louis market through the unduplicated circulation of...

5 KEY EVENING NEWSPAPERS...

- St. Louis Post-Dispatch
- East St. Louis Journal
- Quincy Herald-Whig
- Alton Evening Telegraph
- Southern Illinoisan (Carbondale, Herrin, Marphysboro)

For further information about the St. Louis and Illinois Interurbia Market . . . write, wire, or call the advertising manager of any of the newspapers in the group.

ST. LOUIS AND ILLINOIS INTERURBIA MARKET GROUP

STUDENT—*Learning the business from the inside out, Jerry Halloran (center), vp of Display Corp., Milwaukee, is shown with E. L. Bethell, director of Universal-Geneve, watch maker, watching waterproof tests being carried out during a tour of the plant in Geneva, Switzerland. Display Corp. produced the award winning display for Watchmakers of Switzerland in the Point-of-Purchase Advertising Institute's recent "Showmanship in Display" contest.*

Four S. F. Agencies Prepare California Vote Campaign

Four San Francisco agencies will comprise a task force for a "get out the vote" campaign this fall, requested of the Advertising Assn. of the West by Gov. Edmund G. Brown. The agencies are Bernard B. Schnitzer Inc., Charles K. Walden & Co., Ad Fried Advertising and Raymond I. Land Advertising. Mr. Schnitzer will work as chairman of the group, and Mr. Walden will be vice-chairman. The task force will work in cooperation with the American Heritage Foundation and the California Citizens Nonpartisan Registration Committee.

Siegel Joins Hudson Pulp

Richard L. Siegel, formerly president of the Gardner division of Diamond National Corp., New York, has been appointed to the new position of marketing vp for the industrial products group of Hudson Pulp & Paper Corp., New York. The appointment brings two separate sales lines under one man reporting to the exec vp, Irwin A. Zuckerman. Mr. Siegel will have charge of sales of the Multiwall division, the Paper Merchant division (gummed tape, kraft wrapping, cups, and grocery bags and sacks), and the bulk division (converting paper and by-products).

'GQ' Gets Foreign Advertisers

Three foreign advertisers have signed up for fall issues of *Gentlemen's Quarterly*, the first foreign advertising to appear in the publication. Nordiska Kompaniet of Stockholm, and Brioni of Rome, both men's fashion retail stores, will launch campaigns in the September issue. Christian Dior of Paris will start a campaign in the October issue, the first ad of which will be entirely in French.

Byrde, Richard Adds One

Citadel Press, New York, book publisher, has appointed Byrde, Richard & Pound, New York, to handle advertising. The account was formerly handled by Friend-Reiss Advertising.

Spend your time more profitably in North Carolina where WSJS television gives you grade A coverage of more large cities than any other station

WSJS television
Winston-Salem / Greensboro
NBC CHANNEL 12
MST

Retailers are losing your customers . . .

They *need your help* in central-city. These retailers must replace the pre-sold customers for your brands, now lost to suburban shopping centers.

Quality-conscious Negro customers, who now comprise up to — and over — 50% of the total population in major cities, are moving into central-city areas. For example, in one major category—appliances—Negroes spend 19% more on a per capita basis. In another industry—38% more.

EBONY Magazine gives your product more "effective" impact with your retailers' *vital replacement customer potential* than *any* other medium. Get the most recent facts about your product potentials in central-cities. ***Ask for the booklet on your Industry.***

EBONY
"Your Central-City Magazine"
NEW YORK
CHICAGO
LOS ANGELES

Houston **6th** **Largest City in the Nation**

The Chronicle... **1st** **Newspaper in Houston**

In Houston, The Chronicle
Reaches More People
Carries More Advertising
Sells More Merchandise

Now the sixth largest city in the nation—and still growing—Houston is *A MUST Market!* And in Houston, advertisers know the selling power of The Chronicle. That's why The Chronicle *Dominates* in all advertising categories.

1st 6 Months of 1960

The Chronicle Leads Both Other Newspapers in:

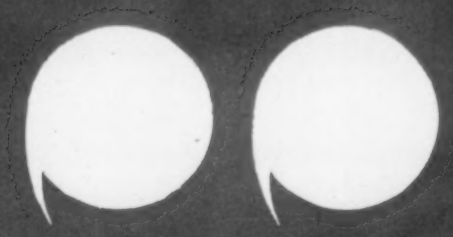
17 of all **23** General Advertising Classifications
26 of all **28** Classified Classifications
19 of all **24** Retail Classifications

The reason . . . RESULTS!

THE HOUSTON CHRONICLE

Read by More Houstonians Than Any Other Newspaper
The Chronicle is a MUST Buy in a MUST Market!
The Branham Company—National Representatives

an advertising man who doesn't like this TV show has got to have a hole in his head!



A hard question to answer these days, because most of the people I talk to are rather vague about this tricky subject.

Generally, the answers are scrambled up into three categories:

(a) High Ratings

(b) Low Cost-Per-Thousand

(c) The Proper Product (or Corporate) Image.

To be precise, a drama-musical of a Eugene O'Neill classic, featuring Laurence Olivier, Frank Sinatra, Helen Hayes, and Marilyn Monroe; with original music and lyrics by Rodgers & Hammerstein; adapted by Paddy Chayefsky, produced by David Susskind—and available at a bargain-basement price —will *almost* fill the bill perfectly.

Note: I said 'almost.' Some of the potential clients I talk to would reject this.

There are also other items a sponsor would like to glaum onto these days—a show that can be 'merchandised,' that lends itself to 'exploitation.'

(Incidentally, I am a TV veteran and, in all the years I've been in the business, only a handful of ad agency execs have ever mildly inquired if the show I was offering would produce sales!)

Okay. Want a show that comes pretty close to the ideal? Take a look-see at the following:

THE SHOW

I'm talking about a syndicated one-hour filmed sports show.

Write, phone, or wire Bernie Crost or Art Pickens, or your humble servant,

What do you want in a TV show?

RATINGS

Almost bordering on the fantastic. In market after market, clobbers the opposition, often out-rates the next two stations combined. Slotted in a Class 'C' time period on Saturday or Sunday afternoon—outranks most syndicated shows scheduled in Class 'A' time periods. Beats pro football, major-league baseball, basketball, even feature films.

COST-PER-THOUSAND

Lower than Lawrence Welk, who is generally No. 1 as the leader in this department in network TV.

OUR AUDIENCE *(product image)*

Unfortunately, poor people like the show as well as rich people—(sometimes as much as 79% of the sets are tuned to this show—we can't be too selective when almost *everyone* wants to be 'included in' !) . . . audience composition—40% men, 40% women, 20% (ugh) teen-agers . . . We reach the young and old, fat and thin, tall and short, people who drive Ramblers and also Caddy convertibles—in plain talk, what we know about our audience is that it consists of human beings owning TV sets—but this I can guarantee—they are *alive* . . . they watch the show because it is fun, it is exciting and suspenseful . . . they even stay glued to the commercials (afraid they might miss something!)—and they buy *everything* . . . Tareyton Cigarettes, Mogen David Wine, even Steinway Pianos, Maidenform bras, Copenhagen snuff and caviar.* Advertiser after advertiser has told us (for six straight years) this show sells more merchandise than any TV series they ever sponsored!

**None of whom have ever sponsored this show!*

MERCHANDISING

We gotta gimmick whereby we can put up your display in thousands of new outlets!

EXPLOITATION

Sports pages as well as TV pages give us great coverage. At the station level, we get tremendous support from the local promotion guys (because we got this organized!).

COSTS

Approximately 50% of the price you pay for any other first-run TV show; and the time charges are only 50% (Class 'C' vs. Class 'A')—so you get a helluva value when you sponsor—

"CHAMPIONSHIP BOWLING"

- Now going into its seventh straight year
- 26 new shows just produced
- Features America's top bowling stars
- Fred Wolf is commentator, the country's No. 1 bowling sportscaster
- Filmed and directed by Sid Goltz, TV's outstanding sports-film producer

AVAILABLE

Sponsorship of the full hour, half-hour, or quarter-hour . . . for 26 weeks . . . beginning approximately October 1, 1960 . . . nationally, regionally, or on a spot basis.

Walter Schwimmer

WALTER SCHWIMMER, INC.
75 E. Wacker Drive • Chicago 1, Illinois • **Phone FRanklin 2-4382**

"CHAMPIONSHIP BOWLING" . . . Produced in cooperation with THE BRUNSWICK CORPORATION, No. 1 name in Bowling

'Main Thrust' of FTC Payola Quiz Nearly Done: Kintner

WASHINGTON, Aug. 16—The "main thrust" of the Federal Trade Commission's payola inquiry is nearly completed, FTC Chairman Earl W. Kintner said last week.

Mr. Kintner said he believes record makers and distributors have "fallen into line" with government efforts to curb payola.

"I think payola is pretty well stamped out," he said.

An FTC spokesman added that the commission's "first major drive" has enabled FTC to "stop and see if the job is finished." If it's not, he said, the commission is prepared to launch a second round of complaints against the record industry.

▪ FTC began its investigation of payola last November after congressional investigators charged that some disc jockeys had accepted money and gifts from record companies.

Since then, the agency has issued complaints against 103 companies. Of these, 57 have signed consent agreements prohibiting them from making off-the-record payments to get their records on the air. #

Time Inc. Tests Home Delivery of Its Magazines

Time Inc., New York, is currently testing a home delivery program for three of its magazines—*Life*, *Sports Illustrated* and *Time*—in selected suburban areas around New York. Under the program—described by Time Inc. as "experimental"—non-subscribers can receive home deliveries of the magazines on a week-to-week basis at regular newsstand prices.

Time said the system is being tested in two New Jersey townships—Teaneck and Bloomfield—and a section of Staten Island in New York. Vacationing high school students deliver the copies and receive a commission on the cover price, the company added.

DCS&S Boosts DeBenham

John A. DeBenham, an executive producer at Doherty, Clifford, Steers & Shenfield, New York, has been named assistant to the vp in charge of radio-tv commercial production at the agency.

Oneida Consolidates Account With BBDO; Drops JWT

Oneida Ltd. Silversmiths, Oneida, N. Y., has appointed Batten, Barton, Durstine & Osborn, New York, to handle advertising for its sterling silver and stainless steel flatware divisions, effective Jan. 1. The divisions are presently handled by J. Walter Thompson Co. The move will consolidate Oneida's advertising in one agency, BBDO having handled Community silverplate advertising since 1936. The consolidated account will bill around $1,000,000.

Fordham Ad Courses Set; Callo and Wetzel Teach

Fordham University, New York, will offer two 10-week courses in advertising beginning Sept. 26.

Joseph F. Callo Jr., vp of Joseph F. Callo Jr. Inc., will conduct the course on "Fundamentals of Advertising," and Edward A. Wetzel Jr., account executive with Batten, Barton, Durstine & Osborn, will teach "Advertising Techniques, Practices and Campaigns." The fee for each is $25.

MCA Reports Big Gains

Jules C. Stein, chairman of the board of MCA Inc., New York, talent agency and associated companies, has reported that MCA enjoyed the best six months in its history for the period ended June 30. Gross earnings before taxes were $6,515,547, compared with $4,981,974 for the first six months of last year. Net earnings were $3,084,485 and $2,412,346 for the respective periods.

WGR-TV Promotes Gervan

Frank Gervan, who joined WGR-TV, Buffalo, in March, 1956, as sales representative, has been named local sales manager of the Transcontinent station.

Are you getting full value from your business-film distribution?

Modern Talking Picture Service provides full-value distribution at surprisingly low cost to

★ *Television*
★ *16mm audiences*
★ *Theatres*

Would your film benefit from *Modern* know-how? Find out! Send for your free copy of "Opportunity For Sponsored Films" — 16 pages.

Modern Talking Picture Service, Inc.
1 East 54 Street, New York, N. Y.

offices in 30 major cities

Effective with the September issue, a new, fully descriptive name . . .

THE TOOL AND MANUFACTURING ENGINEER

THE TOOL ENGINEER, professional magazine of 40,000 tool and manufacturing engineers, in September becomes THE TOOL AND MANUFACTURING ENGINEER.

This change in name of metalworking's best read, most respected technical publication comes as sequel to the recent change in name of its publisher, the American Society of Tool and Manufacturing Engineers, formerly the American Society of Tool Engineers.

The decision to add the words "and manufacturing" to the titles of both the Society and the magazine was based on the conviction that the expanded name would better describe the profession's duties and functions and better convey to industry and public the increasing importance of *manufacturing engineering.*

The expanded name will more truly reflect the magazine's editorial content. *The editorial content, in turn, will continue to reflect the whole range of engineering interests of the magazine's readers.*

Continuing impartial research into readership preferences has always helped determine the maga-

N. Y. Marketing Execs Club Plans European Charter Tour

The Marketing Executives Club of New York is chartering a jet plane for an "international marketing conference" May 19 to June 9. Meetings and other sessions with European manufacturers, retailers, distributors and advertising agencies will be held in London, Paris, Milan, Venice, Florence, Zurich and Rome.

It is estimated that the total cost of the trip will be less than $1,000 each, including hotels, meals, sightseeing tours and all transportation. People who become members of the club before Nov. 19 are eligible, along with their wives and immediate families.

Park Adds Phoenix Mfg. Co.

Phoenix Mfg. Co., New York, manufacturer of men's sportswear, has appointed Park Advertising, Elizabeth, N. J., to handle advertising. Initial advertising for the company's new Sentinel Foamliner sportswear will run in *True* and metropolitan newspapers. Park also has been named to handle advertising for Therapedic Associates, Chicago, mattress and bedding manufacturers group.

Cartoon Course Offered

Techniques on how to animate cartoon figures and give them humor will be covered in a workshop course, "Cartoons and Humorous Illustration," at New York University's division of general education. The class will meet Wednesday evenings Sept. 28-Jan. 18.

Doyle Joins Charles Hoyt

Rodger Doyle, formerly assistant market research manager for Post cereals, has joined Charles W. Hoyt Co., New York, as research manager.

McIntyre Names Jones

O. E. McIntyre Inc., New York, national mail marketing firm, has set up a new medical mailing service for the pharmaceutical industry. Recently authorized by the American Medical Assn. to use the association's basic mailing list of doctors, McIntyre has named Thomas H. Jones Jr., formerly with Sudler & Hennessey, New York, sales manager of the new division. McIntyre says it has a national list of 37,000,000 families, and last year mailed some 250,000,000 pieces.

Psychologist Joins Jenssen

Dr. William E. Coleman, psychologist, has joined Ward J. Jenssen Inc., Los Angeles, management consultant, as director of psychological services.

U.S. Pharmacal to Jenkins

U.S. Pharmacal Co., Philadelphia, has appointed William Jenkins Advertising, Philadelphia, to handle advertising of its new liquid breath freshener, Breff.

zine's content. Although "tool engineer" is often associated only with tooling, that field has accounted for fewer than one-third of the engineering articles published in THE TOOL ENGINEER. Many other articles have covered processes, materials, management, quality control and other categories of legitimate concern to the practicing tool engineer.

One hundred per cent of the technical article content, however, has been falling within the far broader reaches of "tool and manufacturing engineering."

The new name recognizes that the magazine's audience is composed of men of many titles, but with one aim – that of increasing manufacturing output through ingenuity and good management until the unit cost is at a minimum and quality is at its highest.

In the future as in the past, under the new name as under the old, the Editors of the magazine will be constantly guided by this editorial objective:

"To keep the tool and manufacturing engineer fully current as to manufacturing techniques, equipment, materials and trends – and thus not only help him solve his day-to-day problems but assist him in his long-range planning."

Under its new name as under its old, this magazine will continue to be *your one best means* of reaching the 40,000 tool and manufacturing engineers who approve, specify and buy your product–the men who collectively comprise *your biggest single market!*

the **tool** *and*
manufacturing engineer

10700 PURITAN AVENUE • DETROIT 38, MICHIGAN
PUBLISHED BY THE AMERICAN SOCIETY OF TOOL AND MANUFACTURING ENGINEERS

83%
HOME DELIVERED

. . . and wheeled to the doorsteps of your best potential customers—loyal metropolitan-area readers of The Detroit Times, who are influenced daily by its advertising messages. And a resounding 234,333 Detroiters in the metropolitan area alone read the Times exclusively (130,889 more than Detroit's morning paper*). Be assured . . . the Times will deliver enviable sales results.

*Detroit News 5th Quinquennial Survey

KEEP YOUR EYE ON THE TIMES

Detroit Times

Represented nationally by
HEARST ADVERTISING SERVICE INC.

The BLUE PRINTER is a trade magazine created by reproductionists. Its impact reaches blue print, photocopy and allied reproduction firms and dealers in architects', engineers' and draftsmen's supplies and equipment. Sell these buyers who represent 90% of the market sales potential...through the BLUE PRINTER. Write for more facts.

THE INTERNATIONAL
BLUE PRINTER
Trade voice for The International Association of Blue Print & Allied Industries since 1928
33 E. Congress Parkway • Chicago 5, Ill. • HA 7-8061

90%

'Electronic Products' Offers Three Zone Issues

Electronic Products, Hempstead, N. Y., will offer regional display advertising on a regular basis starting with its January issue. Eastern, midwestern and western zone editions will be available.

Motorola Appoints Lasher

Edwin W. Lasher has been named consumer products director of marketing and manufacturing of Motorola Overseas Corp., a subsidiary of Motorola Inc., Chicago. He formerly was president and general manager of Electronica Mexicana, the brand name manufacturer for Sears, Roebuck & Co. stores in Mexico.

Sweda to Fletcher Richards

Sweda Cash Register Inc., Chicago, a subsidiary of Litton Industries, has appointed Fletcher Richards, Calkins & Holden, the Litton agency, to handle its advertising. Sweda had no former agency.

Keystone Says Farm Radio Net Reaches 77% of U.S. Farms

CHICAGO, Aug. 16—Keystone Broadcasting System has been making a presentation to advertisers and agencies in New York, Detroit, Los Angeles, San Francisco and Chicago to acquaint them with the farm programming being offered on the 884 radio stations comprising Keystone's farm network division.

Keystone is a transcription network consisting of 1,112 radio stations, which are serviced by transcription or copy, rather than phone lines.

Among the points being emphasized:

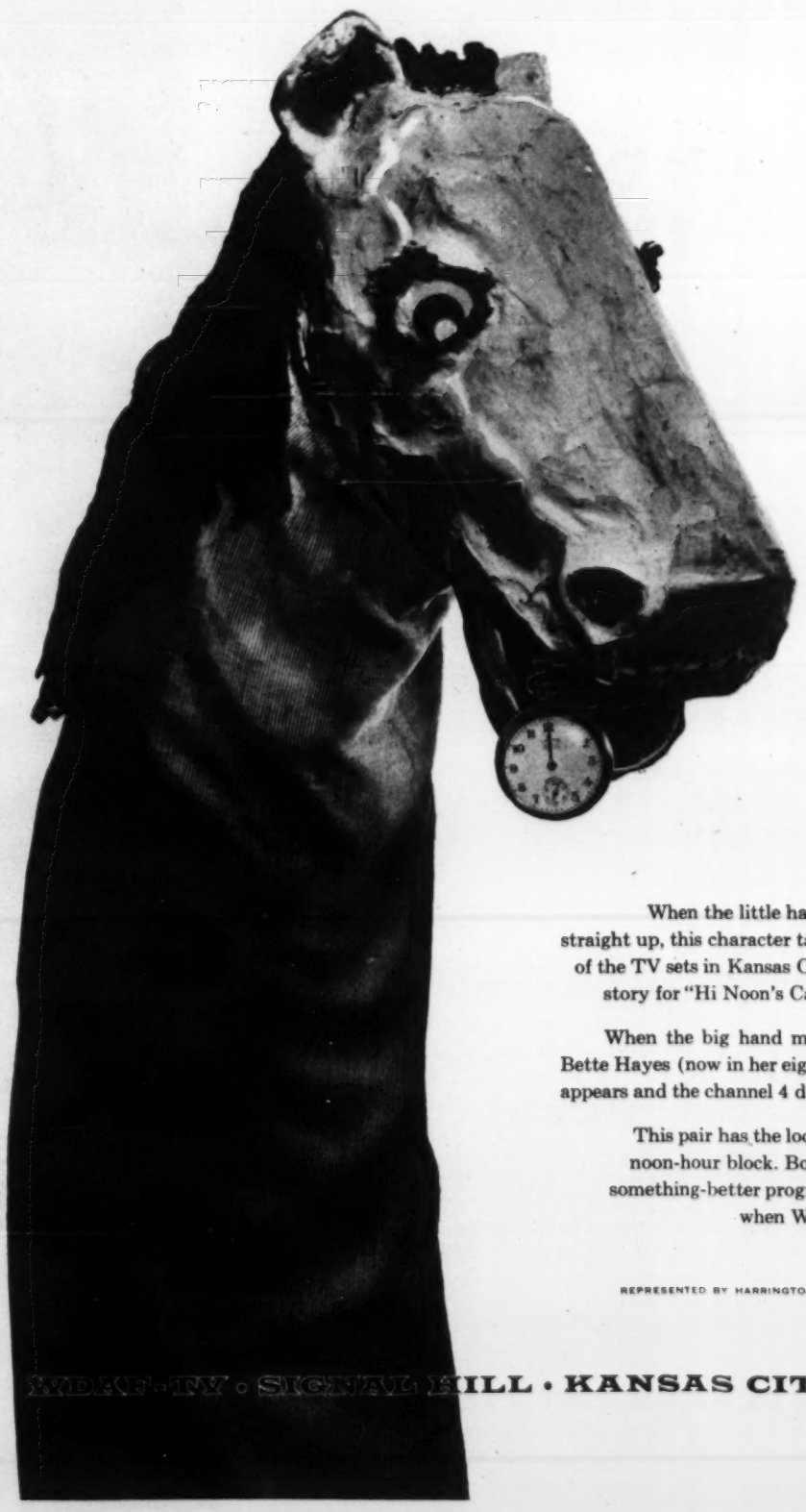
- More than 3,700,000 farms—77% of the entire number in the U.S.—are covered by these 884 stations. All the stations broadcast local live farm shows designed for the consumption of the 3,701,419 farm families in their coverage areas.
- These farm families have a combined annual gross income of $26,600,000,000, or 70% of the total gross farm income of the entire country.
- In terms of population, this network can reach 16,215,000 persons, or eight out of ten people who live on farms in America.
- Counting the coverage of the other 225 affiliates of Keystone, which reach some farmers even though they do not program specifically for them, Keystone reaches an estimated 3,900,000 farm homes.
- Sidney J. Wolf, president of Keystone, said that individual program logs of the various stations are available for analysis by potential clients and their advertising agencies.

Emphasizing radio's importance in the life of a farmer, Mr. Wolf said: "No other medium can give the farmer the vital information which he needs to make a living from the land. That's why he and his family identify with the local radio station and why they are steady and loyal listeners." #

Union Carbide May Consolidate Its Advertising in Canada

Union Carbide Canada Ltd., Toronto, is considering consolidating all its advertising in one agency and has queried 15 agencies about their services. Presentations are expected to begin soon.

The company and its subsidiaries now use five agencies, including McConnell Eastman Co. and Stanfield, Johnson & Hill.



When the little hand and big hand are straight up, this character takes over some 54% of the TV sets in Kansas City. That's been the story for "Hi Noon's Cartoons" for 4 years.

When the big hand moves straight down, Bette Hayes (now in her eighth successful year) appears and the channel 4 dominance continues.

This pair has the locks on Kansas City's noon-hour block. Both are typical of the something-better programming viewers get when WDAF-TV goes local.

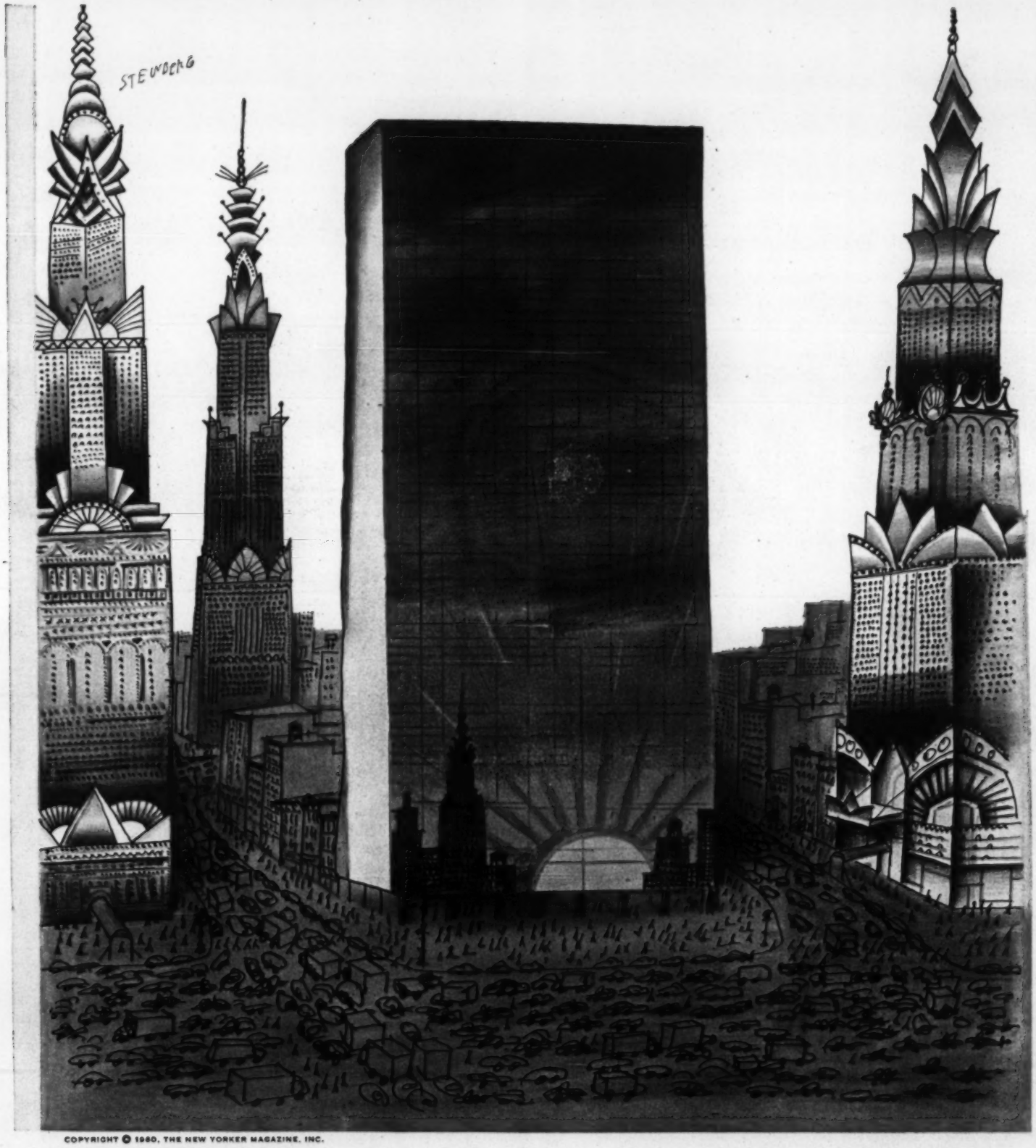
REPRESENTED BY HARRINGTON, RIGHTER & PARSONS, INC.

WDAF-TV • SIGNAL HILL • KANSAS CITY, MISSOURI

To National Advertisers

Study the retail advertiser picture among New York's seven dailies. For instance, what paper is first in hotel and restaurant advertising? The Mirror.
When such a great store as Abraham-Straus puts The Mirror in second place among New York's seven dailies in total linage used, it means just one thing: Results.

Make The Mirror a MUST!

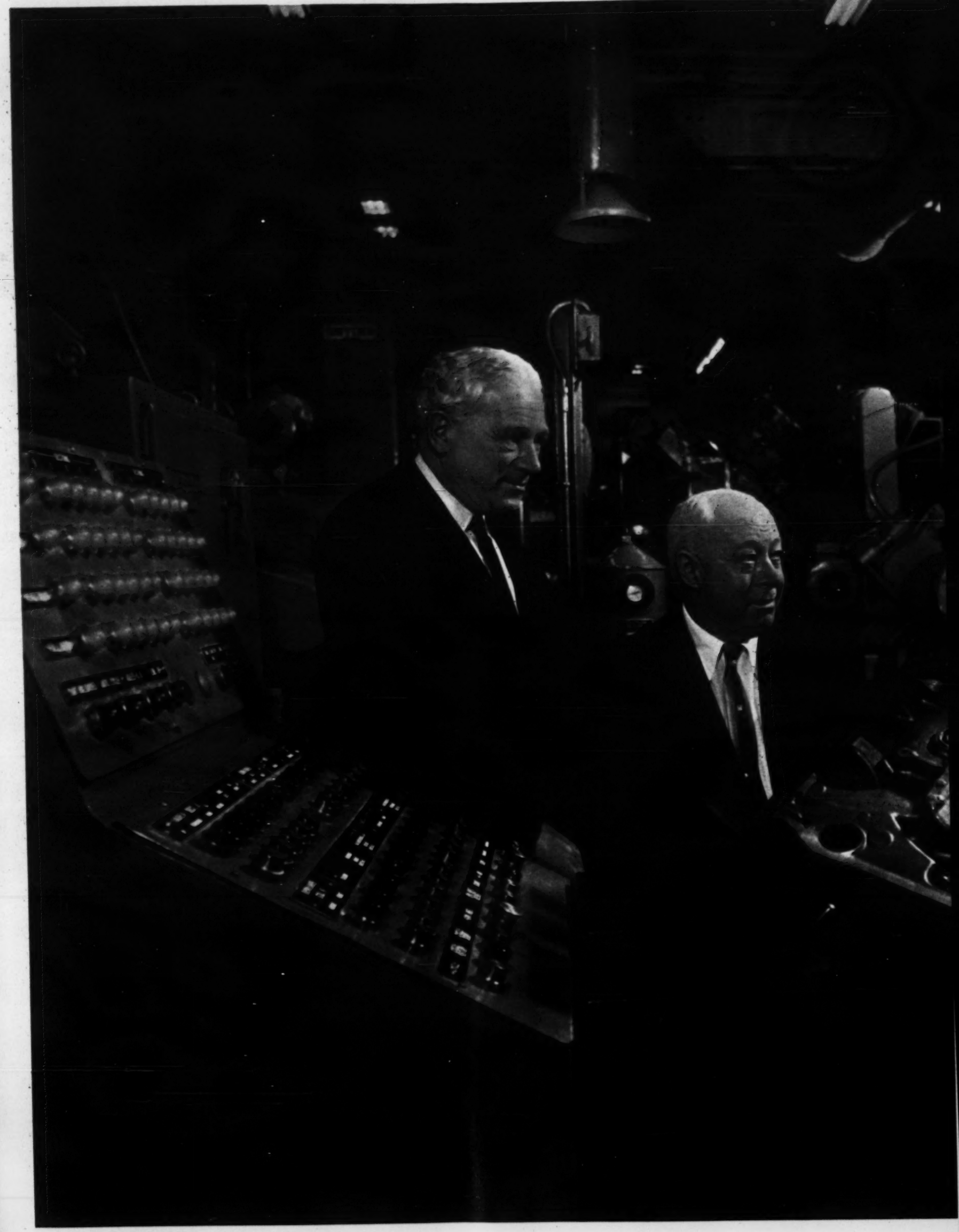


COPYRIGHT © 1960, THE NEW YORKER MAGAZINE, INC.

The New Yorker creates

"With today's rising educational level and broadening horizons, the American people are becoming more and more interested in culture and creativity. It is up to publications like The New Yorker Magazine to stimulate this interest, and to projects like Lincoln Center to satisfy the public's artistic needs."

Reginald Allen, Executive Director for Operation, Lincoln Center for the Performing Arts



They Put "Automation" In The Dictionary

Much U. S. production was already automatic by 1948. But the idea of *automation* was not only new—there wasn't even a word for it.

Then came the October 21st issue of AMERICAN MACHINIST/METALWORKING MANUFACTURING with its story: "Ford Handles By Automation". A word was born...coined by Ford's Del Harder . . . and with it, a new concept of production.

What kind of magazine . . . and what sort of editor . . . could have this influence?

In his 22 years as editor, Burnham Finney has made AM/MM the first place the metalworking industry looks for news of trends and developments. His own series of three articles on automation in 1955 won the first Jesse H. Neal award for outstanding editorial achievement in business publications. Other features under his direction won Neal awards again in 1957 and 1959.

Finney himself is a rare sort of editor—except at McGraw-Hill. He doesn't wait for news to come to him. He goes to it . . . seven trips to Europe in the last nine years to report on the latest developments there, and endless prowling through domestic plants. In an average year, he will log some 30,000 miles of travel, plus as many as 2,000 personal contacts with metalworking executives.

Backing up Burnham Finney on AMERICAN MACHINIST/METALWORKING MANUFACTURING are 16 other skilled editors. Like Finney himself—like all McGraw-Hill editors—they are seasoned experts in the fields they cover. Their objective: to give readers the information they need to help do their jobs better.

This is one big reason why over 1,000,000 key businessmen pay to read McGraw-Hill publications. And because they're vitally interested in what goes on in their fields, these men are a receptive audience for your advertising.

McGraw-Hill

PUBLICATIONS

McGRAW-HILL PUBLISHING COMPANY, INC.,
330 WEST 42nd STREET, NEW YORK 36, N. Y.

Here, at an automation operation, an intake manifold is milled and drilled on a production line operated from the console panel at the left in Ford Motor Company's engine plant at Dearborn, Mich. The men, left to right, have all played a large part in automation: John Dykstra, Vice President, Manufacturing, at Ford; D. S. Harder, a retired Executive Vice President; and Burnham Finney, Editor of AMERICAN MACHINIST/METALWORKING MANUFACTURING.

'Taken at Flood' Is Gunther 'Inside' Account of Lasker

NEW YORK, Aug. 17—Albert Davis Lasker, advertising's great pioneer, who died in 1952, was a man who "liked tidiness, a challenge, people who made good, conversation including particularly his own, movies, shop windows, change of pace, practically anybody in the newspaper business, rich food, men who stood up to him, to learn, and above all, to win."

Mr. Lasker's catalog of dislikes included "pets (cats in particular), trains or airplanes not on time, failures, to be alone, to be bored, anything badly done, anything false, bitchy women, and above all, to be wrong."

What made him a tremendous success "was not a desire to outstrip anybody, because he seldom paid the slightest attention to what other people were doing. Probably the answer lies in a combination of ego, natural energy, and a delight in perfectionism for its own sake."

■ This partial profile of Lasker appears in a biography by John Gunther called "Taken at the Flood: The Story of Albert D. Lasker," to be published Aug. 24 at $5 by Harper & Bros.

"Taken at the Flood," parts of which appeared serially in recent issues of *Look*, leans heavily on "The Lasker Story," published in 26 issues of ADVERTISING AGE in 1952 and '53 and re-published by AA in pamphlet form in the latter year. "The Lasker Story" was edited from a 180-page stenographic report of a two-day talk which Mr. Lasker made to executives of Lord & Thomas in 1925. The talk exposed Mr. Lasker's history and philosophy, his dreams for the future, his concept of how to make his agency bigger, better, and more effective. Mr. Gunther calls this talk "invaluable" and "indispensable." The original manuscript, as AA noted at the time, was made available by Don Francisco, one-time president of Lord & Thomas, now retired.

"Taken at the Flood" is also based on Mr. Gunther's acquaintance with Mr. Lasker and on interviews with many persons, in and out of the advertising business, who knew him or who came in contact with him.

■ The book, says Mr. Gunther, "is not a book about the advertising business. It is a book about a man, a human being, a personality, whose story follows a classic pattern of prodigious success and bitter disillusion—and then contains an additional offbeat element of fruitful rebirth."

But it is drawn largely from the world of advertising since Mr. Lasker spent 44 of his 72 years with Lord & Thomas. The book re-tells many old anecdotes about the fabulous A. D. Lasker, and a number that have something less than wide currency. Over-all, it presents a narrative that daytime inhabitants of Madison Ave. should find fascinating.

Some objections, however, are almost inevitable. The story, as Mr. Gunther recounts it, makes it appear that Mr. Lasker scarcely ever had help. While there could be no successful quibble on the score of Mr. Lasker's genius, it is equally true that he surrounded himself with men of rare talent. Their individual contributions to the Lasker legend are here frequently anonymous, or attributed willy-nilly to Mr. Lasker's own fecund mind.

■ Otherwise, the book is a swiftly paced recital of the trials and triumphs of a man who started in the agency business as a $10-a-week clerk; who remained in it because he had to pay off a $500 gambling debt; and who ended by taking perhaps $50,000,000 out of a business that made many more millions for national advertisers. #

Grant Names Sherry Exec VP, Bauder VP

G. Gregory Sherry has been named exec vp of Grant Advertising, Chicago. Mr. Sherry joined Grant in Chicago in 1953 as regional account executive on Dodge. Named a vp in 1956, most recently he has been an account supervisor, duties he will continue to handle. Before joining Grant, he was a partner in his own agency.

Grant also has promoted George Bauder from assistant director of research to vp in charge of domestic research operations. Mrs. Kay Sheldon continues as vp and research director, in charge of worldwide activities.

C&W Adds 1, Boosts Snyder

Cunningham & Walsh, New York, has been named to handle advertising for Leyland Motors, British manufacturer of diesel trucks. Leyland is a subsidiary of Jaguar Cars, also a C&W client. Cunningham & Walsh has named Julian M. Snyder a vp. He is an account executive in charge of division advertising on the Texaco account.

Burlingham Joins Western

Lloyd Burlingham, agricultural editor and farm broadcaster, has joined Western Advertising Agency, Chicago, as radio and television director. Holding the record as the longest continually sponsored agricultural broadcaster in the nation, his program, "This Farming Business," has been on the air since 1938.

Dahl Rejoins Norman, Craig

Richard A. Dahl has rejoined the staff of Norman, Craig & Kummel as an account executive in the Colgate-Palmolive Co. group. Originally, he was an account executive in the international division and since has worked for Johnson & Johnson and, most recently, Grey Advertising Agency.

Epic Adds Six Accounts

Epic Advertising, Temple City, Cal., has been named to handle advertising for six manufacturing accounts. They are Mercury Air Parts Co., Curtis Nuclear Corp., MHD Research, Westline Products division of Western Lithograph Co., Audio Electronics and Manufacturing Associates.

WTRF-TV STORY BOARD

Latest word from our correspondent in Hollywood concerns a new producer moving into his lavish new offices who had his interior decorator on the carpet because she'd forgotten to include a studio couch.

wtrf-tv Wheeling

Woman on telephone at 4 A.M.: "Doctor, what shall I do with this rectal thermometer?"
Doctor: (Censored).

wtrf-tv Wheeling

We have a sales-boosting merchandising plan and George P. Hollingbery will give you the specifics.

wtrf-tv Wheeling

Seven year old to his teacher: "I don't want to scare you, but my pop says if I don't get better grades, somebody's gonna get their fanny whacked."

wtrf-tv Wheeling

Sales Manager Needham Smith says that the only other figure that impresses him is the $1,725,000 rung up in retail sales annually in the Wheeling TV Market.

wtrf-tv Wheeling

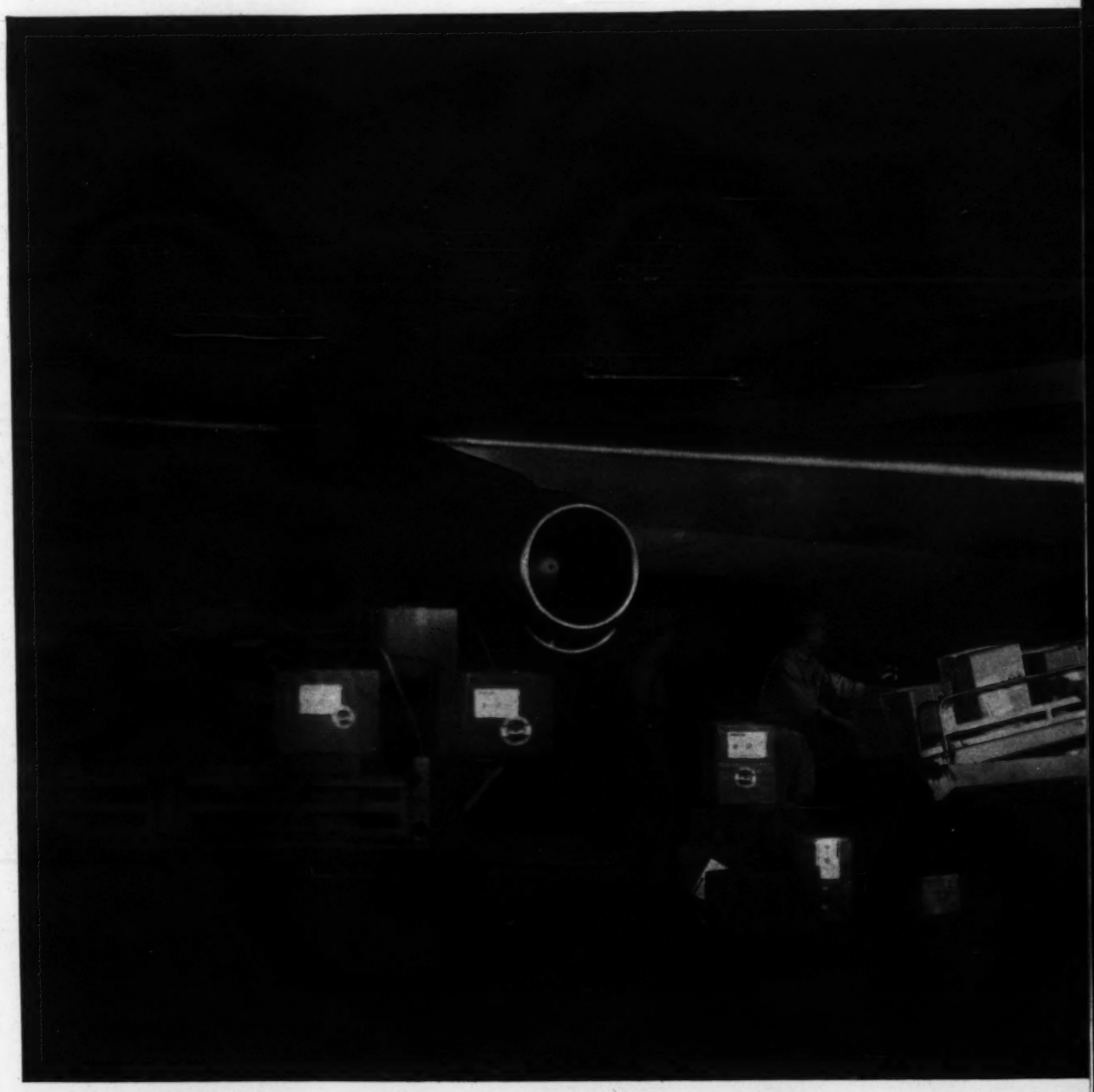
WAY OUT! "You say it was night time. You were at least five blocks away and still you saw the defendant shoot Percy. How far can you see at night?"
"I really don't know. How far is the moon?"

wtrf-tv Wheeling

Six easy letters and you've got the answer to selling the big and buyingest Wheeling Market TV Audience.

w-t-r-f-t-v

CHANNEL SEVEN • WHEELING, WEST VIRGINIA



AIR EXPRESS... FIRST ON, FIRST OFF ...FIRST CHOICE NATIONWIDE!

AIR EXPRESS goes where the jets go. It has ever since the first commercial jetliner roared skyward. But 600 mph speed is just one more reason progressive businesses hail AIR EXPRESS as America's modern way of doing business; there are others:

Like the sure knowledge that AIR EXPRESS gets first priority treatment on all 35 of the nation's scheduled airlines. It's always first on, first off—with new loading systems tailored to the jet age, and kid-glove handling every mile of the way.

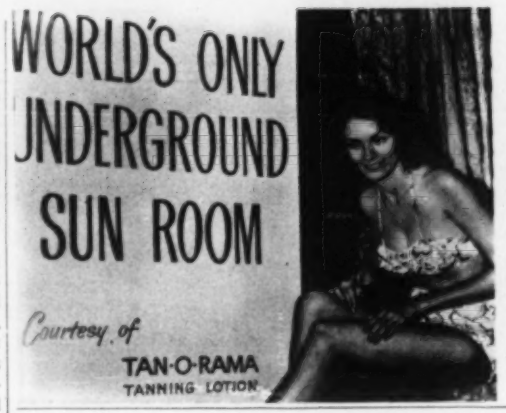
LaRoche Names Haberman and Bromley on Merck

C. J. LaRoche & Co., New York, has realigned the account group handling Merck & Co. agricultural products. Dr. Jules J. Haberman, a veterinarian, has been appointed account executive on animal health products, and Stephen B. Bromley has been named account executive on animal feed products.

Dr. Haberman joined LaRoche in 1958. He was previously with Erwin Wasey, Ruthrauff & Ryan and William Douglas McAdams Inc. Mr. Bromley joined the agency in June after 10 years in advertising, sales promotion and public relations positions with American Cyanamid Co. The account group was formerly headed by Joseph Swan, who has left the agency.

Holtzman-Kain Acquires Ziv

Holtzman-Kain Advertising, Chicago, has acquired the John Marshall Ziv Organization, Chicago, public relations company, for an undisclosed sum and will operate it as a subsidiary under the management of John M. Ziv. Simultaneously, the John Marshall Ziv Co., Chicago, will be discontinued and its accounts transferred to Holtzman-Kain. Kenneth W. Hayden, vp and general manager of the Ziv companies, will become creative director of Holtzman-Kain.



CAVEMAN TAN—*The young lady is distributing free bottles of Tan-O-Rama tanning lotion to visitors at Meramec Caverns, Stanton, Mo., who might get worried because the sun hasn't shone in the caves for 100,000,000 years, said the press agent.*

Vickers Petroleum to Lago

Vickers Petroleum Co., Wichita, Kan., has appointed Lago & Whitehead, Wichita, to handle its advertising and public relations, effective Oct. 1. Present agency is Roger & Smith, Kansas City, Mo.

Publisher Plans Poll of Advertising Men on Single Audit for Business Papers

CHICAGO, Aug. 18—George L. Milne, president of Domestic Engineering Co., business paper publisher, believes that a single audit for the business paper field makes sense, and he is backing his belief with an advertising campaign.

Earlier this year, the company ran a series of ads in advertising and related publications to express its belief in the efficacy of a single audit. Now it plans to carry the campaign further, with advertising designed to get an expression of opinion on the subject from advertisers and agencies.

Advertising shortly to be addressed to the advertising field will urge admen to vote in an "auditing practices opinion poll."

■ "If advertisers and advertising agencies really feel strongly either for or against this proposal, here is the perfect opportunity for them to have their opinion counted," Mr. Milne said.

"If the returns are early enough and in sufficient volume, they will be presented to the board of directors of the Audit Bureau of Circulations at their meeting in Cleveland Sept. 9.

"In addition to asking whether or not admen favor a single audit or a common auditing form for the existing bureaus or the status quo," Mr. Milne said, "the poll will ask specific questions regarding the individual's role in business paper selection as well as pertinent questions relative to their attitude toward existing auditing organizations and practices." #

Bressler Joins Leo Burnett as VP and TV Copy Director

Harry Bressler has joined Leo Burnett Co., Chicago, as vp and tv copy director in the tv commercial department. Mr. Bressler previously was vp and creative supervisor of Ted Bates & Co., New York.

Harry Bressler

Prior to joining the Bates agency, Mr. Bressler was associated with Doherty, Clifford, Steers & Shenfield and McCann-Erickson, both New York, as a copy director and supervisor.

Rabin Adds Continental Boat

Continental Boat Corp., North Miami, Fla., has named Jules Rabin Associates, Valley Stream, N. Y., to handle advertising and promotion.

Fina Joins North as Art Head

Charles M. Fina, former art director of W. L. Towne Co., has joined Charles W. North Studios, New York, as art director.

Other reasons? Dependable overnight delivery to more than 20,000 communities. Prompt pickup and delivery service by the AIR EXPRESS fleet of trucks — many radio-dispatched for maximum speed. Immediate confirmation of delivery, too, via the giant AIR EXPRESS-operated teletype network. And, in some areas, helicopter service links small airfields with major terminals.

That's why, more than ever, it pays to think fast, think AIR EXPRESS first. One phone call is all it takes to enlist the skills of thousands of AIR EXPRESS specialists — and speed your product FIRST TO MARKET... FIRST TO SELL!

AIR EXPRESS

CALL AIR EXPRESS DIVISION OF RAILWAY EXPRESS AGENCY • GETS THERE FIRST VIA U. S. SCHEDULED AIRLINES

Traffic World

is the weekly newsmagazine of **transportation management*** in every industry and in every mode of transportation

* the men who set transportation policies in their own organizations and collectively form the national transportation policy – industrial traffic managers, carrier executives, port authority traffic executives, public warehousemen, educators, government and military officials, transportation attorneys, chamber of commerce officials.

See our Service-Ad in SRDS Class. 148

IT'S
BACON'S
for
COMPLETE COVERAGE
of
MAGAZINES!

● There's only one way to get complete and reliable clipping coverage of magazines. BACON'S is the specialist in magazines. 25 years experience has built a complete list and unmatched methods for clipping accuracy. BACON'S is a must!
Ask for Bulletin 59

OUR READING LIST Published as complete publicity directory. BACON'S PUBLICITY CHECKER —now with quarterly revisions. 100% accurate. 352 p.p. —$25.00. Send for your copy today!

BACON'S CLIPPING BUREAU
14 E. Jackson Blvd.
Chicago 4, Illinois
WAbash 2-8419

'TV Guide' Adds Four Editions; Realigns Others

TV Guide has established four new regional editions: New Mexico, Florida, Minnesota and the Dakotas. Formation of the new editions, together with a realignment of the magazine's editions in Oklahoma, North Texas and South Texas, brings to 60 the number of regional editions published by *TV Guide*. Changes are effective with the Sept. 24 issue.

Ametrano Joins Barlow

Albert E. Ametrano has joined Barlow Advertising, Syracuse, as a copywriter. He formerly was copy chief of Flack Advertising, Syracuse.

Homestead Names Wyman

Homestead Ravioli Co., San Francisco, has appointed Wyman Co., San Francisco, as its agency.

Farm Publication Advertising Expenditures by Class

First 6 Months of 1960 and 1959

(36 Farm Publications)

Source: Farm Publication Reports Inc.

	1960	1959
AGRICULTURE	$15,625,481	$15,505,136
General and Industrial Equipment	508,180	448,077
Irrigation Systems, Equipment & Supplies	211,580	201,366
Farm and Crop Equipment	3,468,134	3,678,164
Farm Tractors	1,836,926	2,215,128
Dairy, Poultry & Livestock Equipment	892,510	969,659
Dairy, Poultry & Livestock Feed	1,958,103	1,808,580
Dairy, Poultry & Livestock Health Products & Services	1,994,576	2,028,859
Agricultural Chemicals & Fertilizers	3,083,950	2,636,637
Pest Control	55,888	77,788
Seeds, Bulbs & Plants	1,212,509	1,032,807
Miscellaneous	403,125	408,071
AUTOMOTIVE	3 362,972	3,237,357
Cars & Bodies	427,245	495,123
Trucks, Buses, Etc.	1,314,000	1,136,791
Industrial & Garden Tractors	164,195	161,087
Tires & Tubes	936,520	1,012,768
Accessories & Equipment	521,012	431,588
CONSTRUCTION	1,701,876	1,802,867
Building Materials	951,297	1,135,954
Major Systems & Appliances	192,919	176,577
Fencing	405,342	305,656
Paints & Varnishes	152,318	184,680
GAS, OIL, ETC.	1,003,397	975,754
HOUSEHOLD EQUIPMENT & SUPPLIES	818,895	1,041,651
Major Appliances	656,853	756,994
Minor Appliances	162,042	284,657
FOOD & FOOD PRODUCTS	792,658	983,815
Ingredients	302,865	376,186
Canned & Packaged Foods	173,116	321,892
Beverages	157,027	123,534
Miscellaneous	159,650	162,203
DRUGS & TOILET PRODUCTS	759,226	817,442
Cosmetics & Health	104,200	165,993
Medical	655,026	651,449
INSURANCE & FINANCE	649,198	522,732
SERVICES & COOPERATIVES	569,339	559,491

	1960	1959
PUBLISHING & MEDIA	$ 333,776	$ 329,037
SMOKING SUPPLIES	325,992	334,462
HOUSEHOLD FURNISHINGS	207,967	208,876
CLOTHING	172,663	208,080
SOAPS, DETERGENTS, CLEANSERS & POLISHES	117,090	155,112
RETAIL & MAIL ORDER HOUSES	76,391	139,874
RADIOS & MUSICAL INSTRUMENTS	75,074	45,758
TRAVEL & RESORTS	68,910	67,845
Transportation	62,387	59,337
Accommodations	6,523	8,508
SPORTING GOODS & TOYS	58,808	88,016
RADIO STATIONS	26,345	23,699
JEWELRY & OPTICAL SUPPLIES	26,217	33,769
DRINKS & SWEETS	21,956	49,526
OFFICE EQUIPMENT, ETC.	19,412	11,150
BEER & WINE	5,071	7,450
ENTERTAINMENT	4,132	6,436
PUBLIC RELATIONS	674	6,743
AVIATION	48	——
MISCELLANEOUS	60,835	84,119
TOTAL COMMERCIAL ADVERTISING	26,884,403	27,246,197
POULTRY DISPLAY ADVERTISING	415,435	516,635
LIVESTOCK ADVERTISING	212,567	205,799
CLASSIFIED ADVERTISING	684,138	678,261
GRAND TOTAL	28,196,543	28,646,892

1,433,915 Negroes Can't Be Wrong!

Negroes in six important Rounsaville Radio areas know what they like. Each year they spend 80% of their near-billion dollar income on consumer goods they like. And you must aim right or you miss the buying power of these Negroes . . . consumers with $824,000,000 to spend—*AFTER* taxes! This enormous consumer potential can influence the national sales picture of *any* product. And NEGRO RADIO, and ONLY Negro Radio, can reach them. Over 95% of all Negroes listen to radio! Negroes buy the products they hear about on their radio—NEGRO RADIO. A proper part of your advertising dollar *must* go to Rounsaville Radio, or you miss this market! Get the facts on Rounsaville Radio—all six stations are number-one rated by *BOTH* Pulse and Hooper! Call Rounsaville Radio in Atlanta, John E. Pearson, or Dora-Clayton in the Southeast today!

Personal Letter

Everyone in the world appreciates recognition. Certainly the people to whom we program, the American Negro, is no exception to this rule. That is why we, at Rounsaville Radio, program exclusively for the Negro with Negro talent. Our continued success at Rounsaville Radio is based on this knowledge and how we use it. We play the music he likes, feature news of interest to the Negro community, and highlight his achievements. You can make excellent use of our Know-How to sell your products. Call on us, we'll be happy to help you. We are one of the oldest and the *largest* broadcasters in our chosen field.

ROBERT W. ROUNSAVILLE
Owner-President

FIRST U. S. NEGRO-PROGRAMMED CHAIN
FIRST IN RATING IN SIX BIG MARKETS

WCIN 1,000 Watts (5,000 Watts soon)—Cincinnati's Only all Negro-Programmed Station!

WLOU 5,000 Watts—Louisville's only all Negro-Programmed Station!

WMBM 5,000 Watts — Miami-Miami Beach's only full time Negro-Programmed Station!

WVOL 5,000 Watts—Nashville's only all Negro-Programmed Station!

WYLD 1,000 Watts — New Orleans' only full time Negro-Programmed Station!

WTMP 5,000 Watts — Tampa-St. Petersburg's only all Negro-Programmed Station!

BUY ONE OR ALL—DISCOUNTS WITH TWO OR MORE!

ROUNSAVILLE RADIO STATIONS

Peachtree at Mathieson, Atlanta 5, Georgia

ROBERT W. ROUNSAVILLE
Owner-President

JOHN E. PEARSON CO.
Nat'l Rep.

ROUNSAVILLE RADIO

HAROLD F. WALKER
V.P. & Nat'l Sales Mgr.

DORA-CLAYTON
Southeastern Rep.

Cihlar, Miller Join Wentzel

Orr Cihlar, formerly a copywriter at Barber-Greene Co., and Betty Miller, formerly a special service editor with Field Enterprises, have joined the copy staff of Wentzel & Fluge, Chicago.

Sutphen Joins Knox Reeves

Dick Sutphen has joined Knox Reeves Advertising, Minneapolis, as an art director. Mr. Sutphen formerly was with Bozell & Jacobs and Allen & Reynolds, Omaha.

Healy Opens Tampa Office

Healy Advertising Agency, Montclair, N. J., has opened an office in Tampa, at 308 Tampa St.

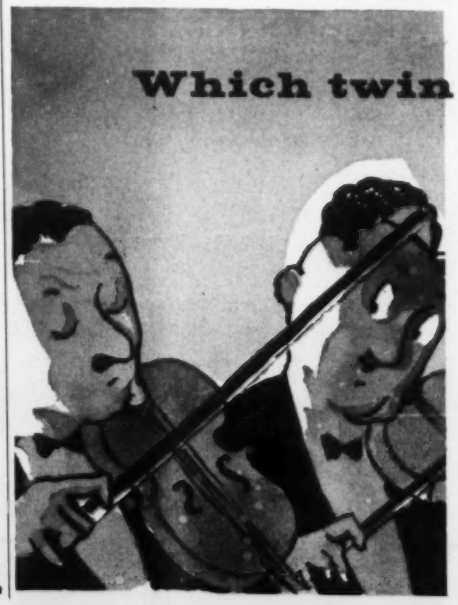
. . . habit forming

Fortify your future with young physicians as they establish their prescribing habits. Most of them read THE NEW PHYSICIAN for over seven years as their official journal.

THE NEW PHYSICIAN

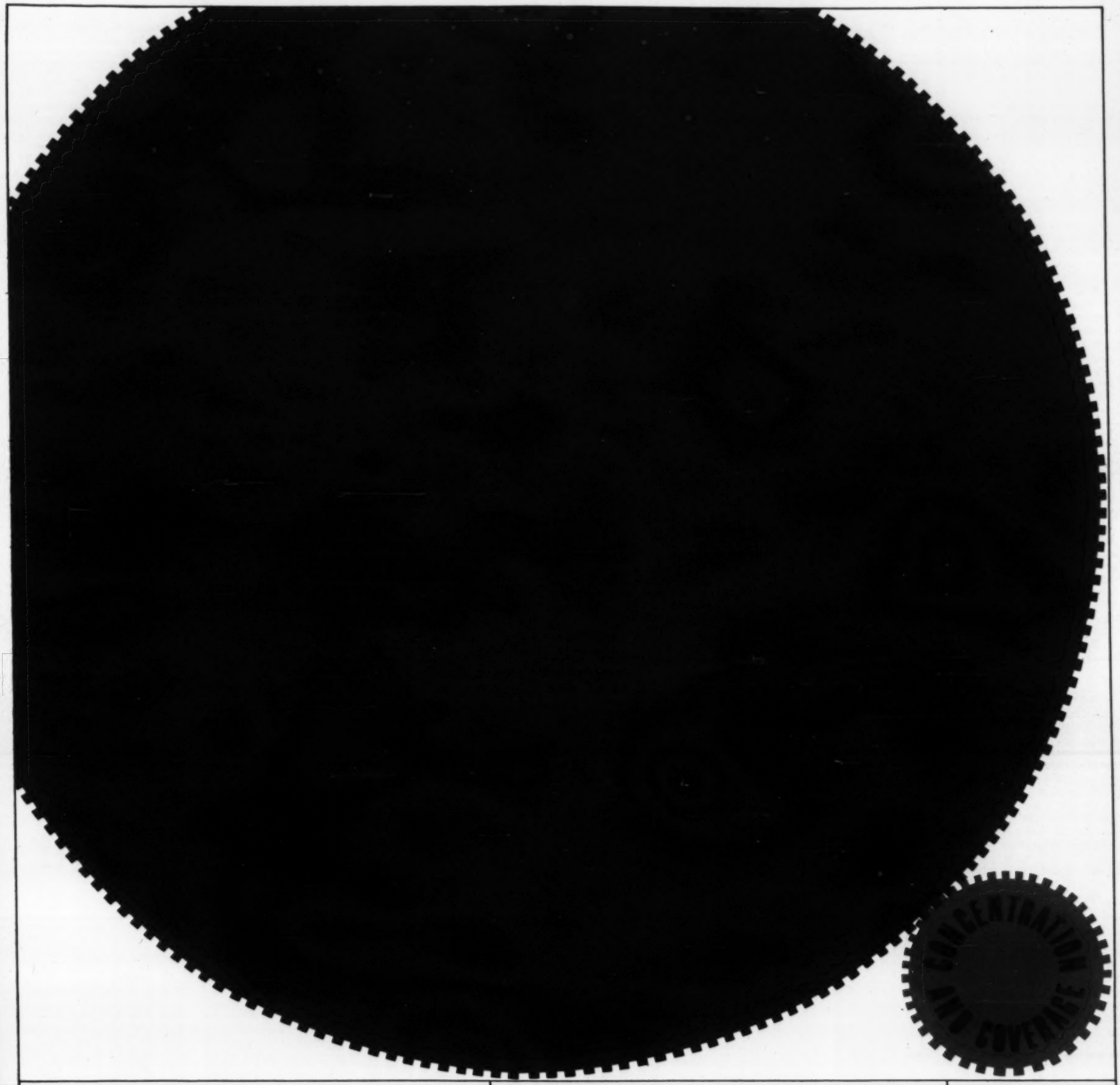
Reaching interns, residents, newly established doctors and medical students. Official publication Student American Medical Association.
430 N. MICHIGAN AVENUE • CHICAGO 11, ILLINOIS

Which twin has the phony?

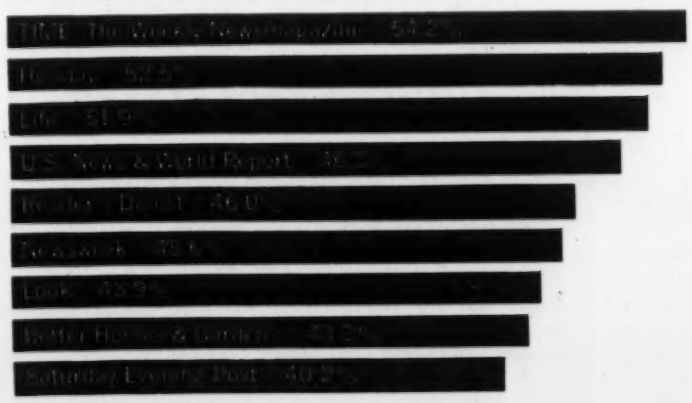


Telling the phonies from the real thing is usually a pretty simple matter. And if you insist on the real thing in Service—time after time—don't settle for less than the service you expect from Century!

You can be certain with
CENTURY
ELECTROTYPE COMPANY, INC.
Electrotypes • Travis R.O.P. Glass Mats
Plastic Plates • B & W and Color Proofing
Duplicate Photoengravings
160 East Illinois St., Chicago 11 • DElaware 7-1541



MANUFACTURING EMPLOYMENT
Circulation concentration in the top 100 counties



Sources: Sales Management's "Survey of Buying Power" (5/10/59) and latest available publishers' reports: TIME (3/23/59) • Holiday (March 1957) • Life (10/26/59) • U.S. News & World Report (3/28/58) • Newsweek (3/23/59) • Reader's Digest (April 1959) • Look (3/18/58) • Better Homes & Gardens (April 1959) • Saturday Evening Post (3/14/59)

IN MANUFACTURING CENTERS

You find more than 61% of this country's manufacturing employment in just 100 of America's 3,070 counties. **In those top 100 counties, TIME concentrates more of its circulation than does any other magazine of a half million or more circulation.** More evidence that TIME gives you concentration and coverage—where it counts.

THAT'S

TIME

Killers, Deviates Are Glorified in TV Westerns, 'American Heritage' Writer Says

NEW YORK, Aug. 17—Nowadays tv viewers think of old westerners like Wyatt Earp and Bat Masterson as clean-cut gentlemen who staunchly upheld the law and helped civilize the West.

Not so, says Peter Lyon, freelance writer, in the issue of "American Heritage, The Magazine of History" published Aug. 15.

Mr. Lyon has done some painstaking research on Wyatt and Bat and other glamorized frontiersmen and has come up with a few facts that would make Fidel Castro's beard curl.

■ The adjectives he applies to these "heroes" are "criminals, deviates, small-time gamblers" and horse thieves. Wyatt and Bat, for example, who are enshrined in separate niches on the tv screen but who were thick as thieves in life (and they *were* thieves), spent so much time in brothels they were known as "the Fighting Pimps" by their peers.

These men along with such other famous figures as Wild Bill Hickok, Jesse James and Billy the Kid ("an adenoidal moron") are often described as brave. But the "walk downs" made famous on tv, where the Good Man and the Bad Man march toward each other down the main drag, hand poised over holster, never existed. Most of these men did their gunning from ambush. "Wyatt Earp and his brothers, shielded by police badges, provoked a fight, shot first, and killed men who, according to three eyewitnesses, were holding up their hands," the author notes.

■ The renowned fight at O. K. corral resulted because the Earps and Doc Holliday wanted to put the quietus on Ike Clanton, who could testify that they were the ones who had unsuccessfully tried to stick up a stagecoach and killed one man.

Tubercular Doc Holliday was an ex-dentist and a professional gambler who, it would appear, appealed to none of his contemporaries, probably because of his habit of shooting people in the back. Wyatt, of course, thought highly of him, but then, according to Mr. Lyon, they deserved each other.

■ Bat Masterson, Wyatt's pal, had no love for the gun. He preferred to club people with a cane he carried around with him (hence his unusual monicker). He also preferred to mulct cowpokes of their dough as a professional faro banker. He managed to get himself kicked out of most towns he visited and after he was kicked out of Denver in 1902 he came to New York where he fell in with the political bosses of the day. He finally ended up a sports writer for the *Morning Telegraph* and died at his desk in 1921.

With his rock-turning research Mr. Lyon exposes many more unsavory details about these former "greats" and throws in such extra items as that Calamity Jane was an alcoholic and that both she and Belle Starr were well-known prostitutes of the day.

■ Mr. Lyon takes to task the mass entertainment media—including radio and tv—for purveying so much historical inaccuracy and glamor around the names of such stinkers, and points out that even such literati as Mark Twain, Aaron Copland, Puccini and George Bernard Shaw have contributed their bit to the glorification of the Wild, Wild West. #

Karp Joins ABC-TV Sales

Marshall H. Karp, formerly an account executive with WPIX, New York, has joined ABC-TV, New York, as an assistant daytime sales manager. His appointment follows that of Peter Reinheimer, who was named an assistant daytime sales manager July 28.

R.O.P. Color Up in First Half

Newspaper r.o.p. color linage in June totaled 16,573,616 lines, up 24.5% over the linage reported for June of last year. Color linage for the first half of 1960 totaled 21.9% over the first half of '59, according to R. Hoe & Co., New York.

Fine Homes For Pets

Mirror readers are nice, kind people. They love pets. They love them so much that in pet advertising The Mirror has attained next to top position among New York's seven dailies. And, from canaries to police dogs, the pets love the homes The Mirror finds for them. So everybody's happy.
You, too, can get the class of the mass market.

Make The Mirror a MUST!

"If there is one enterprise on earth that a 'quitter' should leave severely alone, it is advertising. To make a success of advertising, one must be prepared to stick like a barnacle on a boat's bottom."
John Wanamaker, Merchant

"It is a terrific job to ram even the most elemental idea into the average man."
H. L. Mencken, Author

"No good campaign was ever continued too long, and no good advertisement was ever repeated too often."
David Ogilvy, Advertising Agency President

Now—you can make your advertising on a modest

New 10%-15% frequency discounts bring Reader's Digest's rates below 1960 for advertisers who use 6 or more pages a year

The companies that succeed most in selling to the American public all advertise consistently, year after year and all year long.

Now, in Reader's Digest, your company can extend its selling season by advertising consistently—for only a modest increase in your annual investment. By doing so, you will actually pay less per page in 1961. You achieve this benefit through the Digest's adoption of these new discounts for consistency:

***10% off* for 6 to 11 Digest pages a year.**
***12½% off* for 12 to 23 pages.**
***15% off* for 24 or more pages.**

With four 4-color Digest pages in 1961 you would pay $43,500 apiece; but you can add two more 4-color pages for only $30,450 apiece. This means you can have 50% more advertising for only 35% more money. And these extra pages will give you the consistency to make all your advertising more effective.

Even if you advertise only every other month, you can sell to good prospects *every single day of the year.* Here's why:

Politz studies reveal that people continue to read a copy of the Digest for *2½ months.* Two months after a Digest issue has appeared, it is still being picked up and read by *half a million people a day!* By the end of 2½ months, your own advertisement has had 60,000,000 opportunities to sell to Digest readers.

In no other medium can you be sure to get your advertising seen so often . . . by so many upper-income prospects . . . for so small an investment.

The new discounts also mean that you can advertise in *every* Digest issue with a *half* page and earn a 10% discount (12 half pages counting as 6 full pages). Or you can use 12 spreads (24 pages) in a year and earn a 15% discount.

You get maximum flexibility. You may earn these discounts all in one issue . . . or in any number of issues within a contract year.

A fifth economy for advertisers

These new discounts are the Digest's fifth major step in lowering costs for advertisers. Previously, advertisers gained from these bold Digest policies:

Milium Names Kennedy

Harold V. Kennedy, general counsel for Deering Milliken Inc., New York, has been named general manager of the Milium division. He will be in charge of sales promotion and merchandising of Milium insulated linings in the apparel and home furnishings fields. Prior to joining the company in 1952, he was a member of the FBI for ten years and an administrative assistant to J. Edgar Hoover.

WOR Promotes Biraben

Jacques Biraben, formerly a salesman with WOR, RKO General station in New York, has been promoted to director of sales, succeeding William M. McCormick, who recently was named president of RKO General's Yankee Network division.

Backus Joins Masury

William E. Backus has been named advertising manager of John W. Masury & Son, Baltimore, paint manufacturer. He formerly was advertising manager of American Seating Co., Grand Rapids.

Henderson Named President

Drexel H. Henderson has been promoted to president of Brown & Bigelow Marketing Agency, St. Paul, subsidiary of Brown & Bigelow. Mr. Henderson was formerly vp.

Puffer Joins Reincke, Meyer

Charles O. Puffer, who formerly operated Charles O. Puffer Co., Chicago agency, has joined Reincke, Meyer & Finn, Chicago, as an account executive.

Miller to Reuter & Bragdon

J. E. Miller Co., Pittsburgh, distributor of Philco appliances, has appointed Reuter & Bragdon, Pittsburgh, to handle its advertising.

HOLDING POWER—*Shulton Inc., New York, introduces its 3-Way curl spray with "three-day holding power" this September with pages in Glamour, Ladies' Home Journal and McCall's. Doherty, Clifford, Steers & Shenfield is the agency.*

"It takes a long, *long*, LONG time to sell an idea to the American public . . . It is my belief that much advertising fails of its objective because it quits too soon."

James D. Woolf, Advertising Consultant and Columnist

"Repetition makes reputation."

Arthur Brisbane, Editor

"For successful advertising—'Keep it simple; say it often; be sure it's true.'"

Thomas D'A. Brophy, Advertising Agency Chairman

work all year long investment

1. Low basic rates—set from the start at a far lower cost per 1000 circulation than other major magazines.
2. Bleed space . . . 40% more area . . . at no extra cost.
3. Two colors at no extra cost over black and white.
4. Four colors at the lowest extra cost of any major magazine.

Circulation continues up

One reason that the Digest can offer new savings is its continued circulation growth: Reader's Digest is bought and read by more people than ever. Advertising rates for 1961 are based on a new circulation base of 12,300,000—a third of a million higher than last year, and the highest in magazine history.

Advertising at new peak

Advertisers, too, are breaking Digest records. So far in 1960, advertisers have invested more per issue in the Digest than in *any* other magazine. Each year advertisers have invested more in the Digest than the previous year; for the last full year there was a 50% increase.

Now, with consistency, your advertising in Reader's Digest can be more economical than ever. And it will reach the largest and best group of prospects you can find anywhere.

COMPARE THESE DISCOUNTS

This table shows what an advertiser will pay for one 4-color page, on a cost-per-1000 circulation basis, along with discounts he can earn for consistency:

	One-Time Cost per 1000	6-Time Discount	12- or 13-Time Discount	24- or 26-Time Discount
READER'S DIGEST	$3.54	10%	12½%	15%
Sat. Evening Post	6.68	3%	6%	9%
Life	7.02	—	6%	9%
Look	6.64	—	6%	12%
Ladies' Home Journal	5.25	3%	5%	8%
McCall's	5.10	—	4%	8%
Good Housekeeping	5.11	—	5%	10%

Reader's Digest costs are based on 1961 rates. Costs of other magazines are based on latest published rates; some of their discounts depend on dollar volume: in these cases the percentages shown are based on 1-page, 4-color insertions. Ask your Digest representative for comparisons based on the space and color units for your advertising.

People have faith in

Reader's Digest

Largest magazine circulation in the U.S. Now, 12,300,000 copies bought monthly

BRAND-NEW:
Out of the thousands of
SATURDAY EVENING POST
stories read and loved by millions of Americans, **ITC** now proudly brings to television first run, for the first time, the

"BEST OF THE POST"

Pat O'Brien . . . hard-hitting action

June Lockhart . . . tender romance

Everett Sloane . . . Western adventure

Charles Coburn . . . tongue-in-cheek farce

Pulitzer Prize-winning authors like MacKinlay Kantor, Conrad Richter, Stephen Vincent Benét . . . and many others.

INDEPENDENT TELEVISION CORPORATION

488 Madison Avenue • N. Y. 22 • PL 5-2100

PHOTOGRAPHIC REVIEW

Dart Scott Shank Clarke Klitten

CAMPAIGN PLANNERS—*Previewing ads for the Community Chest appeal this fall in Los Angeles are Justin Dart, Rexall Drug Co., publicity chairman; Lou Scott, committee chairman for the Southern California council of the Four A's; Charles B. Shank, theme and copy chairman; Richard Clarke, art chairman (all three are with Foote, Cone & Belding), and Martin Klitten, Martin R. Klitten Co.*

SHAPING THE NEWS—*Sandra Jean Neighbors, who once was Miss Merry Christmas, is currently representing WLOS-TV as its entry in the Miss Carolina Press Photographer competition.*

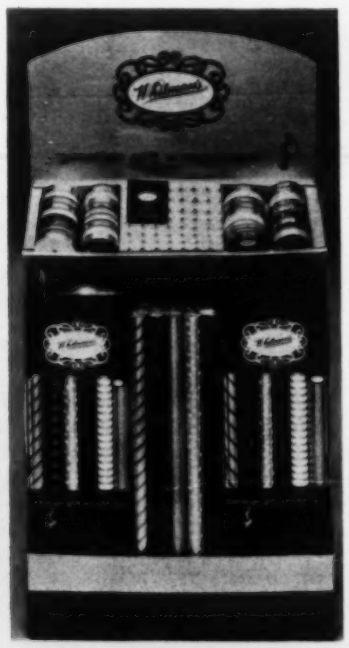
UNUSUAL LEMONADE STAND—*Sunkist Growers Inc., Los Angeles, has opened its Sunkist Citrus House at the Disneyland amusement park in Anaheim, Cal. The new facility will serve orange juice, lemonade, citrus punches, frozen bars and "the world's freshest lemon pie." Gift packs will also be available for mailing.*

McCarthy Thompson Feller Leffler Patterson Harris

CAKES AND MILK—*Former pitcher Bob Feller signs to handle the play-by-play for a five-game series of Little League baseball play-offs and eastern regional finals over WPIX, New York. With him are Jack McCarthy, John Patterson, and Blaney Harris, WPIX; Sam Thompson, Borden Co., and Jack Leffler, Drake Bakeries. On display are the Drake and Borden products to be featured in the telecasts.*

Cole Chamberlin Eastland Jones Cleary Luce Mitchell
Williams Pinney Pillion Francis Leadingham Hanes

35 YEARS—*The recently combined Hollywood and Los Angeles staff of Campbell-Ewald Co. help Richard C. Francis, vp and Pacific Coast manager, celebrate his 35th anniversary with the agency. Watching Mr. Francis are Joyce Williams, Bud Cole, Marie Pinney, Jere Chamberlin, Rita Pillion, Richard Eastland, Ken Jones, Anne Cleary, Janice Luce, Eleanor Leadingham, Alice Mitchell and Willard Hanes.*



GIFT WRAP—*Stephen F. Whitman & Son, Philadelphia, is offering a line of gift wrappings as part of its fall and Christmas programs for its Whitman's chocolates.*

Of the top ten markets in the U.S., nine are cities but <u>one</u> is a state! Iowa, with a population of 2,747,300 ranks after New York, Chicago, Philadelphia, Detroit, Los Angeles and Boston. The unique circulation of the Des Moines Register and Tribune puts Iowa in the top ten — it reaches nearly 70% of the whole state!

INTEG

Truth and honesty in Outdoor c
consumer and contributed tow
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REACHING PEOPLE OUTDOORS I

BOSTON • BALTIMORE • MIAMI •
WORCESTER • PORTLAND • NASHUA • BURLINGTON

GRITY

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e 1850

N KEY EASTERN MARKET AREAS

NORFOLK • SCRANTON • WILKES-BARRE

• NEW LONDON • NEWPORT NEWS • PORTSMOUTH

© 1960, John Donnelly & Sons

BBDO Adds 5 Pepsi Bottlers

Five more Pepsi-Cola bottling companies—in Winston-Salem, N. C., Atlantic City, N. J., Jamestown, N. Y., Hickory, N. C., and Wilmington, Del.—have appointed Batten, Barton, Durstine & Osborn to handle their advertising. This brings to 16 the number of bottlers naming BBDO since the agency landed the national account earlier this year. The agency said it is still making presentations to other bottlers.

Walter Plata to Lecture Here

Bauer Alphabets, New York, has announced that Walter Plata, European authority on typography and design, will be visiting the U. S. this fall to lecture on "Modern European Typography" before graphic arts groups. Mr. Plata is associated with the Bauer Type Foundry in Frankfurt, Germany. Bauer Alphabets is sponsoring his tour.

de Garmo-Boston Formed

de Garmo Inc., New York, has announced the formation of de Garmo-Boston Inc., "a new agency designed to provide a full range of promotion services to New England business organizations." The office will be headed by Patrick E. Costello, formerly with General Electric Co., as vp and general manager.

'Pocket List' Names Walker

Railway Equipment & Publication Co., New York, has appointed Robert W. Walker Co., Los Angeles and San Francisco, as West Coast and mountain states advertising representative for its *Pocket List of Railroad Officials*.

JUST ASK FOR MARIE . . .
Call WAbash 2-8655!

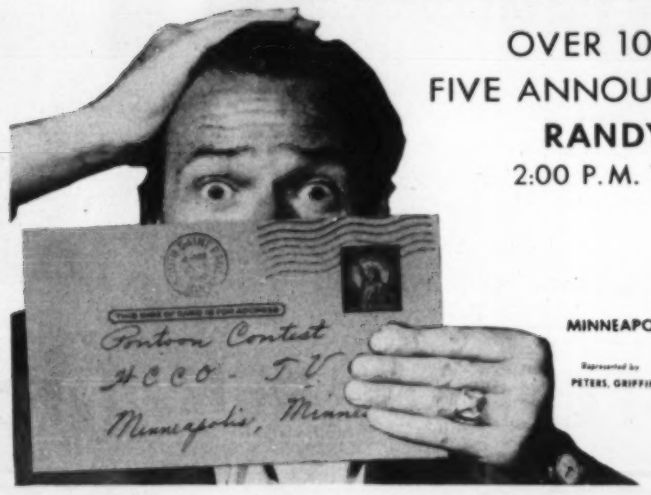
Let Marie handle your complete mailings — including addressographing, addressing, multigraphing, fill-in on multigraphed letters and planographing.

Marie keeps your Mailing List up-to-date too and frees you from all the detail work.

Direct Mail has been our business for 30 years. We pick up your rush copy, give quick service, do accurate work and guarantee prompt delivery.

The Letter Shop Inc.
431 S. Dearborn St. • Chicago 5, Illinois

WHO SAYS PEOPLE DON'T WATCH SUMMER DAYTIME TELEVISION?



OVER 10,000 ENTRIES FROM FIVE ANNOUNCEMENTS ON THE **RANDY MERRIMAN SHOW**
2:00 P.M. TUESDAYS—THURSDAYS

10,000

MINNEAPOLIS ST PAUL TELEVISION
Represented by PETERS, GRIFFIN, WOODWARD, INC.

HANKSCRAFT Display Animation

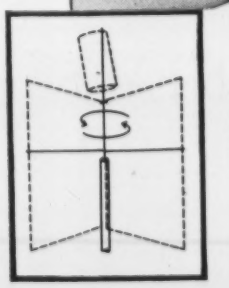
helps sell Schlitz®

This striking display successfully urges supermarket shoppers to "move up to SCHLITZ." The colorful miniature billboards continuously circle the center pole while the facsimile Schlitz can rotates above them. Motion is supplied by the unique Hankscraft battery-operated Rotary Motor. Both motor and batteries fit securely inside the pole. Like all Hankscraft battery-operated display motors, it operates for many weeks without attention.

COMPLETE ENGINEERING SERVICE for animating displays of all sizes, AC-powered or battery-operated. Send dummy to:

HANKSCRAFT COMPANY
Display Motor Division
REEDSBURG, WISCONSIN

World's Largest Manufacturer of Battery-Operated Display Motors. Sales Offices in these principal cities: Chicago • Philadelphia Minneapolis • New York • Dallas • Toronto (Ontario) • San Francisco (Erlach Lee Co.)



Produced by Forbes Lithograph Mfg. Co. for the Jos. Schlitz Brewing Company

Network Radio's Top Advertisers*

Based on Four Weeks Ending July 10, 1960

Copyright by A. C. Nielsen Co.

Home Broadcasts

Rank	Advertiser	No. of B'dcsts	Total Home-B'dcsts Delivered (000)
1	Pepsi-Cola Co. (4 Nets)	716	342,418
2	Frito Co. (ABC, CBS)	306	114,728
3	R. J. Reynolds Tobacco (4 Nets)	281	103,017
4	General Mills Inc. (4 Nets)	223	92,436
5	Electric Autolite Co. (NBC)	128	85,254
6	Metropolitan Life Insurance (NBC)	125	83,230
7	Renault Inc. (NBC)	121	79,572
8	Liggett & Myers Tobacco (CBS, MBS, NBC)	217	76,960
9	Ex-Lax Inc. (4 Nets)	147	68,394
10	Chevrolet-General Motors (CBS, NBC)	99	65,035
11	American Tel. & Tel. Co. (4 Nets)	181	54,942
12	Time Inc. (NBC)	84	51,235
13	Kellogg Co. (CBS)	80	50,295
14	Automotive-American Motors (NBC)	86	45,650
15	Grove Division-Bristol Myers (CBS, NBC)	72	43,569
16	Sinclair Refining Co. (MBS, NBC)	118	40,207
17	Socony Mobil Oil Co. (NBC)	65	36,646
18	Lever Bros. Co. (MBS, NBC)	73	33,829
19	R. T. French Co. (ABC, CBS, NBC)	57	33,532
20	A. E. Staley Mfg. Co. (CBS)	41	30,857

Commercial Minutes

Rank	Advertiser	No. Comm'l Mins. Aired	Total Comm'l Min. Del'd (000)
1	Pepsi-Cola Co. (4 Nets)	242	120,035
2	General Mills Inc. (4 Nets)	246	95,994
3	Metropolitan Life Insurance (NBC)	105	66,427
4	Chevrolet-Gen. Motors (CBS, NBC)	110	64,289
5	Electric Autolite Co. (NBC)	96	60,770
6	R. J. Reynolds Tobacco (4 Nets)	179	57,145
7	Renault, Inc. (NBC)	91	56,072
8	Liggett & Myers Tobacco (CBS, MBS, NBC)	164	54,522
9	Frito Co. (ABC, CBS)	105	45,078
10	Ex-Lax Inc. (4 Nets)	88	38,747
11	Oldsmobile-General Motors (CBS, NBC)	59	35,790
12	Time Inc. (NBC)	62	33,537
13	Automotive-American Motors (NBC)	66	32,672
14	Sterling Drug Inc. (CBS, MBS)	85	31,508
15	Kellogg Co. (CBS)	56	30,104
16	Grove Division-Bristol Myers (CBS, NBC)	53	29,854
17	American Tel. & Tel. Co. (4 Nets)	104	29,822
18	Seven-Up Co. (CBS)	54	29,385
19	Wm. Wrigley Jr. Co. (CBS)	66	26,862
20	A. E. Staley Mfg. Co. (CBS)	39	26,555

*Ranked by total home broadcasts delivered and by total commercial minutes delivered for individual advertisers by all programs and participation on all radio networks used.

WRUL Sells Olympic Games Coverage to Three Advertisers

Firestone Interamerica Co., Outboard Marine International and International Telephone & Telegraph Corp. will sponsor rebroadcasts of the Olympic Games coverage over a Latin American radio network of more than 100 stations put together by WRUL, New York shortwave station. Daily half-hour programs will be beamed by WRUL at 8:45 p.m. from Aug. 24 through Sept. 11. Four international frequencies will be used. Erwin Wasey, Ruthrauff & Ryan is Outboard's agency and Doyle Dane Bernbach Inc. represents IT&T. Firestone made its buy direct.

Applegate to 'Business Week'

Alvin F. Applegate has joined *Business Week*, New York, as a promotion assistant. He was formerly a high school teacher in Manasquan, N. J.

WHY WASTE MONEY ON 'EXCESS BAGGAGE' MEDIA...

when in the leisure-time field you can buy the 3,200,000 active-living, free-spending 'net weight' Big Three Sportsmen's Magazine audience at only a fraction of the cost of expensive, scatter-shot media.

Your salesmen call on their best prospects first. Why not your advertising?

SPORTS AFIELD • OUTDOOR LIFE • FIELD & STREAM

UP 211% **LARGEST CIRCULATION GAIN OF ANY MAGAZINE FIELD IN THE LAST 15 YEARS!**

SPORTS AFIELD

A HEARST KEY MAGAZINE • 959 EIGHTH AVENUE • NEW YORK 19, N. Y.

1st Quarter Circulation
Over 1,100,000*
Highest in History!
*Publisher's Estimate

Where will building go? Up? Down? Sidewise?

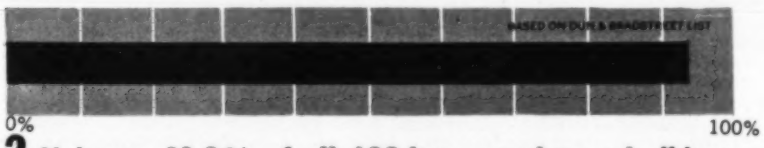
Ask three economists today and you'll get three answers. There's big growth ahead, yes. But when and how it will come are questions ...that raise other questions. Can you count on just the Fair Weather Market–large operators who jump in when the going is great, jump out when the going is rough? Or the Office-In-His-Hat Market–the little builder who's a handyman one year, a 1-house builder the next? Or is your basic need the Hard Core Market–the real building pros who year in, year out, keep going with a healthy, husky volume of business...who are versatile, flexible, who adjust to the changing times? This is the heart of the market American Builder has served for 80 years and delivers today.

Sell the steady market in American Builder

Advertisements in American Builder enjoy these important advantages:

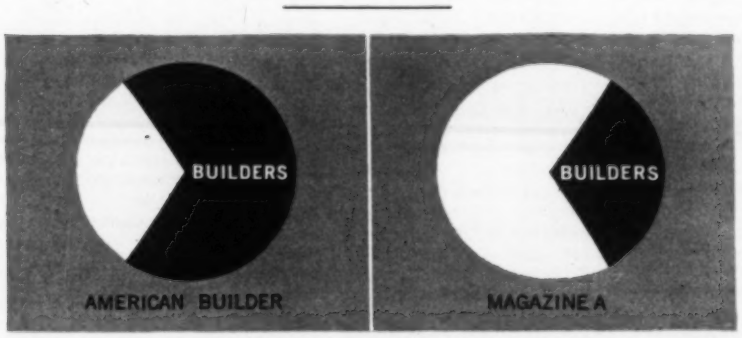
1 Mass—76,083 builders

The American Builder audience represents the largest audience of builders anywhere: the men at the top—large builders—but also the rank and file, the growing builders, the new builders that will be tomorrow's "old pros." With the high and unpredictable turnover in the building business, there is truly safety in numbers.



2 Volume—93.8% of all 100-house-and-over builders

These builders may sharpen their pencils more than you like when they buy, but they represent volume you need for your mass production. American Builder delivers them.

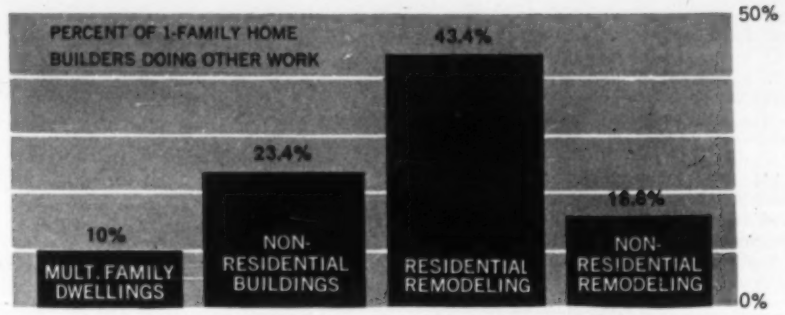


3 Exposure to the specifying audience—the builders

Much waste circulation has been bought because of the confusion about the importance of bankers, consulting engineers, interior decorators, realtors, etc., in the building business. To clear up this confusion ask the question, "Important to whom?"

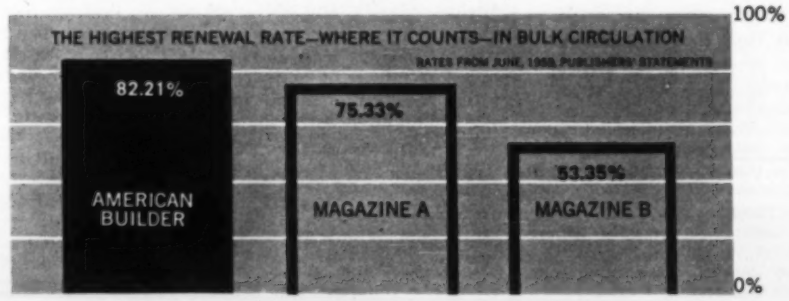
	IMPORTANT TO BUILDER?	IMPORTANT TO MANUFACTURER?
ARCHITECT	YES	NO
CONSULTING ENGINEER	YES	NO
REALTOR	YES	NO
INSURANCE COMPANY	YES	NO
GOVERNMENT	YES	NO
BANKER	YES	NO
INTERIOR DECORATOR	YES	NO
BUILDER		**YES**

These men are tremendously important to the *builder*—but are, in most instances, unimportant to the manufacturer of building products. American Builder delivers the *buying and specifying* audience—the builders.



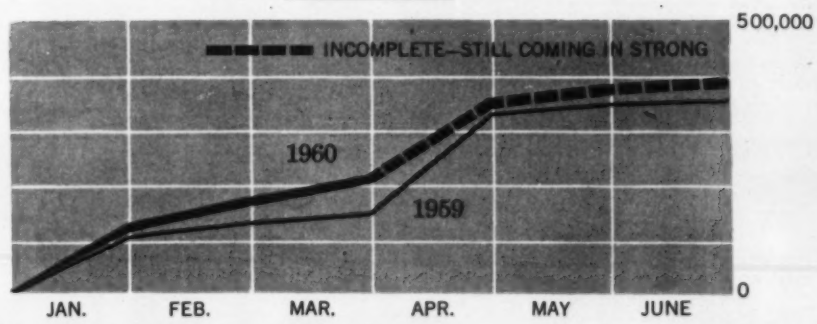
4 Exposure to versatile and flexible builders

A high percentage of the American Builder audience is diversified to meet changing situations, new opportunities—active in *all* phases of light construction: residential, non-residential, and remodeling. Here is a real plus for advertisers.



5 Exposure to the "comers"

Turnover in the building industry is tremendous. Getting your advertising into the hands of the newly important builders is invaluable. 30.3% of American Builder's circulation is bulk-distributed through companies who know this important group and *pay* to get the magazine to them. And American Builder enjoys the *highest* renewal rate—where it counts—in bulk circulation.



6 The highest reader response

359,135 new product inquiries for the first 6 issues of 1959—398,594 (and still coming in strong) for the first 6 issues of 1960! Proof of great and growing readership and interest. Further proof: almost every manufacturer interviewed says American Builder pulls the most editorial inquiries.

Your advertising works harder, gets results faster, in American Builder

A SIMMONS-BOARDMAN TIME-SAVER PUBLICATION

30 Church Street, New York 7, New York

American Builder

THE BUSINESS BOOK FOR BUILDERS

3M Division Ad Managers Study Organization, Agency Setups

(Continued from Page 10)

related products division; Neil George, manager of advertising and marketing services, international division; Howard Bergh, advertising manager, graphic products group, and William DonCarlos, advertising supervisor, retail tape division.

The meeting was strictly for advertising people and representatives of the agencies, who, Mr. Sandell explained, were not "guests" but "part of our living and breathing 3M advertising body." No management people were present. The only "outsiders," aside from this correspondent, were John Verstraete, 3M director of communications, who explained the acquisition of Mutual Broadcasting and assured the advertising men that they were not expected to "support" Mutual with advertising orders, and that, on the contrary, 3M had no present intention of making Mutual a "house organ"; R. G. Williams, who handles the purchase of printing in the 3M purchasing department, and Harvey Miller, manager of the salary administration department, which sets companywide ranges for salary by types of position.

Outlines Responsibilities

Opening the conference on Thursday afternoon, Mr. Sandell said "the entire agenda of this conference has been prepared with the sole purpose of *improving the management skills* of the people in this room."

To this point, he said, it was important to clarify the place of the new general advertising management function. "There had been considerable conversation that the company was, in fact, abandoning advertising management, and possibly even advertising coordination" when it disbanded the centralized advertising staff, he said, but "this situation changed quickly when Mr. Duke's letters on the subject were published about six months ago." [Joseph C. Duke is exec vp in charge of sales administration for 3M. The central advertising staff reports to him.]

■ "What happened was a change of heart by the company management committee. Representing a company which will spend in excess of $10,000,000 this year in advertising activities, they came to the conclusion that some type of responsible coordinating organization was both indicated and prudent.

"To implement the new type of operation, a job description was prepared . . . to tell the individual divisions what they could expect from this new staff operation." There are 17 specific functions delegated to the central advertising staff, he said. Among them are the following:

- To coordinate and counsel with the divisions on company policy
- To coordinate corporate advertising activity and formulate plans for an effective corporate image program
- To budget corporate and new product advertising, and to provide advertising and sales promotion counsel to new product groups which have not yet been assigned to a division
- To handle various phases of budget coordination and administration
- To act as key contact for agency and media solicitations, and to "counsel and assist divisions in agency selection and relationships"
- To provide art, exhibit and packaging services, negotiate maximum purchase advantages
- To hold semi-annual meetings of division advertising managers
- To "promote proper selection, training, development, promotion and compensation programs" for advertising personnel.

■ Reviewing each of the 17 points individually and elaborating on them, Mr. Sandell said: "It is my earnest conviction that this bill of particulars provides a very workable arrangement for individual division advertising managers and staff management to work together, to effectively accomplish corporate objectives—as well as fulfill individual ambitions."

Frankly emphasizing his conviction that advertising personnel in 3M are not as highly regarded by management as they might be, Mr. Sandell insisted that with an expanding, alert company, advertising personnel at 3M were in an unusually good spot to develop stature and prestige and an important future in the company, provided they buckled down to the job of making the most of their advantages.

■ "I strongly suspect that we are regarded with considerably less prestige than most of the sales managers with whom we serve in this company," he said. "Yet I would guess that some of us feel that we are just as keenly concerned about the sales problem as our sales managers. It is also true that some of the sales managers themselves do not recognize our own concern about the situation, nor do they feel that we 'really make any difference.'

"It is my own personal conviction that every division advertising manager should be a member of the management committee of his individual division [a show of hands indicated that five of the divisional advertising managers already are] and should identify himself as intimately as possible with the management problems of that group.

■ "He should interest himself in all problems, and express his interest and offer his services in every area of opportunity which presents itself at these meetings, as well as in the day-to-day operation of the division. If he does this kind of job, he will soon be recognized as a genuine part of the management of that division, and no one will have to worry about his status any more.

"Some of the men in this room are performing in precisely this manner. Some of them have yet to try it. I am sure that those who are performing in this manner will readily endorse it to the others. But at the same time they will tell you that it involves hard work, considerable travel, and many hours above and beyond the 40-hour week."

Divisional Reviews

Most 3M division headquarters are in the company's main office building in St. Paul, so most division advertising personnel know each other by sight. But the company makes some 27,000 different products in a wide variety of fields and knowledge of what other divisions do is likely to be sketchy. So Friday, the first full day of the conference, was given over entirely to divisional reviews and discussions of staff services.

The reviews were 10 or 15-minute reports on what the division makes or does, and how it approaches advertising. Howard Bergh, advertising manager of the graphic arts group, presided and explained that the session was for purposes of information only, and no evaluation was to be attempted.

Here are brief summaries:

M. A. Nelson, advertising supervisor, for the Reflective Products Division: Makes and sells over 30 products, but four are big wheels —Scotchlite reflective sheeting, around which the division is built; sold to government and private industry for reflective signs, markers, and a host of other uses. Scotchcal film, a thin plastic film with a pressure-sensitive adhesive used as a marking. Codit reflective liquid, a reflective paint. Scotch-Shield aluminized fabric which reflects heat and is used for uniforms, fire-fighting equipment, etc.

The division's advertising is centered in magazines, both business and trade, and direct mail. Four-color inserts are commonly used, frequently with samples of the products. Most advertising carries a coupon or reply card—a recent eight-week direct mail campaign brought over $500,000 in traceable sales.

Erwin Wasey, Ruthrauff & Ryan is the division's agency.

Ade Boysen, advertising supervisor, for Electrical Products: A group of divisions selling hundreds of products, primarily insulating materials—"we make the harness to control electricity." Included in these divisions are Mica Insulator Division, Irvington Division and American Lava Corp. Sales are primarily to the OEM market, maintenance and construction fields, utilities, and the oil and gas fields.

In the OEM market the division advertises primarily to readers of electronics, electrical, design and materials publications, with heavy direct mail to design engineers and a wide variety of catalog material. It presents products in groups, identifying product quality with 3M research and knowhow. "We're increasing our share of expanding market by offering new and improved products with a wide range of applications." Sales are direct, through branches.

In maintenance and construction sales are primarily through wholesalers, with efforts aimed at electrical contractors and maintenance men, architects and consulting engineers through business papers, direct mail and catalogs. In an effort to gain favor from wholesalers—there are about 50 competing brands, including many lower-priced imports—the division has recently launched "Operation Support," using *The Saturday Evening Post* to extol the virtues of contractors.

BBDO, Minneapolis, is the division's agency.

G. K. Jordan, advertising supervisor, Industrial Trades Tape Division: Sells a line of 300 pressure-sensitive industrial tape items, plus a line of dispensers and applicators and polyester packaging films. Also handles gummed paper tapes of Midstates Gummed Paper Division.

Advertising is concentrated in 24 publications—general business and various specialized fields—with 198 pages being used this year, plus a highway sign program on 3M subsidiary NADCO's facilities. Much of the company's advertising and promotion is designed to stimulate new uses and applications of its products.

BBDO, Minneapolis, is the agency.

R. T. Stratton, advertising supervisor, Duplicating Products Division: Parts of the graphic products group, this division sells copying products and microfilm products. Thermo-Fax copying machines are sold through 185 dealers in major cities, 18 of which are company owned, which normally devote their entire attention to copying machine and microfilm sales.

Advertising goes into general publications such as *Time*, *Newsweek* and *Fortune*, into general office publications, and into 29 vertical business papers. Some general consumer publications—notably *Esquire* and *National Geographic*—also are used, but the tendency is to concentrate more in specialized business publications.

Erwin Wasey, Ruthrauff & Ryan, St. Paul, is the agency.

R. E. O'Kieffe, advertising supervisor, Retail Tape Division: Has both retail and commercial products. Retail products are sold through jobbers to grocery, drug, variety, stationery and depart-

Crain Andrews Allen Dettloff

LOOKING IT OVER—*Examining sales promotion material from all 3M divisions on exhibit during the conference are George Crain, adhesives, coatings and sealers; Carl Andrews, magnetic products, and Fred Dettloff, staff advertising services. In the background is Bob Allen, printing products.*

MEN AT WORK—*A typical scene on the porch at Wonewok as 3M divisional advertising managers and central staff ad personnel met for the first of a series of planned semi-annual coordinating and policy meetings. Seven representatives of the three major 3M agencies joined 31 3M staffers in the discussions.*

ment stores, with Scotch brand tapes now reported in use in more than 75% of all households. Retail advertising budget goes about 50% to national magazines, 30% to tv spots, 8% to trade advertising, the remainder to outdoor, literature, etc. The division has its own sales promotion and merchandising departments with separate budgets.

On commercial products, sold primarily to banks, offices, schools, etc., about 75% of the budget goes to business papers, literature takes 13%, direct mail about 10%.

The division uses two agencies —BBDO and MacManus, John & Adams.

R. G. Allen, advertising supervisor, Printing Products Division: Part of the graphic arts group, this division produces plates for the lithography field and backing and makeready sheets for letterpress printers, including a new automatic makeready sheet which takes the place of hand-cut makeready and is buried in the packing of the press. Advertising is concentrated in printing industry papers.

Erwin Wasey, Ruthrauff & Ryan is the agency.

C. J. Andrews, advertising supervisor, Magnetic Products Division: Sells over 100 products to homes, churches, industry, government, etc., in four basic product groups—audible range tapes, Videotape (where 3M is still the sole producer), instrumentation tapes, and magnetic film. Advertising mainly in specialized business publications.

MacManus, John & Adams, Bloomfield Hills, Mich., is the agency.

James R. Cox, advertising supervisor, Coated Abrasives and Related Products Division: This is the parent division of the company, making and selling coated abrasives and handling the marketing of related products made by other 3M divisions. It sells through industrial supply distributors, automotive wholesalers, building trades wholesalers, janitorial supply distributors, also direct to automobile manufacturers. Promotionally, it employs a combination of business publications, direct mail, literature, etc.

C. B. Brandon, advertising manager of this division, reported separately on the Scotchbrite family of products, which he described as an entirely unique group of products already being marketed in substantial volume. Mr. Brandon added, "We feel that many additional applications for these products will be developed."

Scotchbrite scouring pads for the home have been tested on the west coast and are now in nine large eastern markets, and may expand nationally. Commercial kitchens in the restaurant and dairy fields are another important market. This same material is used in a group of floor maintenance products and is also being used in the industrial cleaning and wood finishing industries.

BBDO is the agency for coated abrasives and also for Scotchbrite.

Roger How, advertising manager, Retail Tape and Gift Wrap and Fabric Division, reporting on gift wraps and fabrics: Sells Sasheen ribbon for gift wrapping both to industry and to retailers for their own use and for resale to the public. As part of its selling problem it had to develop and merchandise gift-wrapping machinery, particularly bow-tying machinery.

Advertises primarily in trade papers, usually via four-page inserts and color spreads, through MacManus, John & Adams.

The division is also embarking on a program to expand the market for non-woven materials in both industrial and consumer products, through Erwin Wasey, Ruthrauff & Ryan.

Neil S. George, manager advertising and marketing services, International Division: Handles promotion worldwide of all 3M products where operating subsidiaries do not exist. Division's operations have skyrocketed to over $100 million annually, and advertising operations have kept pace.

Through BBDO, New York, and associated agencies over the world, the division uses 368 print publications in 13 languages, television in nine markets, cinema advertising in 30 markets, and even such oddities in out of the way places as advertisements on the backs of policemen's uniforms. Mr. George spends about seven months a year traveling abroad, basically to get distributors to cooperate with local advertising.

Garrison Osborn LeMay Fox How Prater

AGENCY-CLIENT DEBATE—*At the session discussing agency-client relationships, two teams of three each, representing agencies and 3M clients, carried the ball, while Ed LeMay, staff advertising services supervisor, refereed. Agency men shown here are Eldon Fox, BBDO (standing); Bob Garrison, MacManus, John & Adams; and Steve Osborn, Erwin Wasey, Ruthrauff & Ryan. To the right are two "client" representatives—Roger How, retail tape and gift wrap, and Stan Prater, chemical division.*

E. P. LeMay, staff advertising services supervisor, reported on a special small coordinating campaign in the missile field. Seven 3M divisions advertise individually in the space and missile fields, but the small staff campaign, running in three publications, is designed to help the two 3M engineers who have been assigned to missile industry liaison, and to emphasize 3M capabilities in the field.

BBDO is the agency.

F. E. Detloff, staff advertising services, reported on the three divisions for which he has advertising responsibility—roofing granules, reinforced plastics and new products. All have relatively small budgets at present, using collateral material, trade shows and business papers.

A well-established product line, roofing granules require little advertising support since they are sold only to roofing manufacturers. Reinforced plastics, while not presently one of the firm's largest lines, have many applications in both military and commercial markets and have good growth potential. In the new product area, a new mechanical plating system, said to have important advantages over electro-plating for small metal parts, is a promising new line. "Dyko" is the trade mark for coating applied, under license, using this new 3M system.

BBDO handles advertising for the three divisions.

W. C. DonCarlos, advertising supervisor, Retail Tape Division: Reported on "the medical products program, an embryo division operating within the tape division," plus four new non-medical products.

The latter include a non-woven dusting fabric for home use which will go national this fall, supported by advertising in women's magazines ("Tests indicate it will be slow catching on but will work out well over the long pull"); a tarnish preventive polish which may be used on silver surfaces which do not come in contact with food; a lint remover which has been test advertised and marketed in the southwest this year and will seek national distribution next year, and a commercial typewriter cleaner which consists of a sheet of heavy paper flocked on one side with plastic fibers, so that keys are cleaned by being struck against it.

Of the latter product, Mr. DonCarlos reported: "Advertising to secretaries and large office buyers and office managers began last spring. The inquiry results have been the greatest I have ever seen."

All three 3M agencies work for these products—BBDO for the typewriter cleaners, lint removers and dusting cloth; MacManus, John & Adams for the anti-tarnish polish; Erwin Wasey, Ruthrauff & Ryan for medical products.

George W. Crain, advertising manager, Adhesives, Coatings & Sealers Division: This division originated in Detroit in the mid-1930s and at the time of its origin and had a budget of $10,000 three years ago. "Now it is approximately 100 times as large."

MacManus, John & Adams is the agency.

R. R. Garrett, manager of marketing services, National Advertising Co.: NADCO is a highway sign service organization which 3M acquired several years ago. Mr. Garrett explained its Mainline system of displays whereby the country can be covered with signs located 50 miles apart on major highways, and also reported on the new Shopping Center Network, a franchised sign operation in parking lots of major shopping centers.

A number of 3M divisions are NADCO customers, but none is required to be.

Staff Services

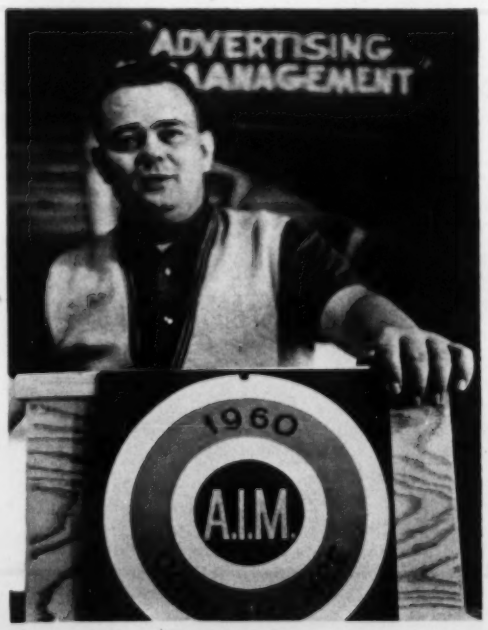
Friday afternoon the conference was devoted to an exposition and discussion of services available from the central staff and its various divisions.

The functions and facilities of the audio-visual department were explained by Charles Woehrle, manager. This department not only functions in the planning and production of movies, slide films, etc., but also supplies a central depot for audio-visual equipment, a recording service, a staff of news photographers, and specialized photo copy service.

Announcement that the department has hired a skilled "creative still photographer" and gave a strong pitch to divisional advertising men to use his services brought out a lively discussion which emphasized that divisional men and their agencies are free to use whatever photographic service they like, and to go outside the company if they feel it necessary, and that—recognizing that in many cases agencies cannot operate without a fee on the purchase of photography —the audio-visual studio has no objection to photographic charges being made to an agency, which can then add its usual surcharge.

Schubring Askren Stratton

EXPLANATION—*Bob Stratton, duplicating products division, explains a point in his presentation to Paul Schubring, staff packaging supervisor, and Jim Askren, art supervisor.*



KEYNOTER—*George Sandell, staff advertising administrator, explained the purpose of the conference—"advertising in management"—at the first session.*

sales were primarily to the auto industry. Steadily expanding its line through the development of new adhesives, coatings and sealers—each designed to do a specific job —the division now markets hundreds of items.

Its principal market areas are automotive, aircraft, marine, building construction, and general industrial applications, and it concentrates promotion on designers, design engineers, purchasing agents, and building and construction influences.

MacManus, John & Adams handles its advertising.

Stan C. Prater, advertising manager, Chemical Division: Supplies chemicals to other 3M divisions and about 300 products to others —friction reducers, acids, pigments, paper and leather chemicals, etc.

The division uses about 40 publications, "ranging from *Vogue* to *Brake and Front End Service*,"

■ Others who presented staff viewpoints included Roger Williams, who handles graphic arts purchasing, and who reported that the cost of printing has risen 7% to 8% in the past year (3M operates a moderate-size duplicating plant for some of its work); J. E. Linstroth, display supervisor, who said his group supervises and coordinates displays in 75 or 80 trade shows each year; P. H. Schubring, packaging supervisor, who asked divisional sales managers' assistance in putting over a shipping carton design which he said would save the company $50,000 a year by permitting stenciling of mailing labels instead of pasting them on. The company, he said, uses about 1,200 different sizes and shapes of cartons, to the tune of

about 1,000,000 a month; and F. V. Thornburg, art director, and James Askren, art supervisor, who voiced the plea that the art department (two poster designers and nine art directors) be brought in early on questions of design.

■ Ed LeMay, staff advertising services supervisor, reported on how the central staff handles production coordination, how inquiries are handled (scarcely a 3M ad for any division or product is run without a coupon or an accompanying inquiry card), and how his staff plans to maintain a media control file so that advertising of the various divisions may be more effectively coordinated.

The company is now using about 300 general magazines and business publications, for example, and about 70 are used by more than one division, with some being used by as many as seven or more. The central staff will try to keep consolidated schedules for each book, and will circulate such a schedule in September, when it may be useful for planning purposes.

Agency Relations

Saturday morning was devoted entirely to agency relations. Two representatives of each of the three 3M agencies were present during the entire conference, and

RESTING—*Roger Pierce, BBDO account executive, and Roger How, retail tape and gift wrap and fabric division, gather strength for the next session.*

one (James Walker of Erwin Wasey, Ruthrauff & Ryan) attended the final sessions on Sunday and Monday.

Robert Garrison, senior vp, and William Everson, account supervisor, represented MacManus, John & Adams; Eldon Fox, vp and account supervisor, and Roger Pierce, account executive, represented BBDO, Minneapolis, and John McAlpine, general manager, and Steve Osborn, account supervisor, represented Erwin Wasey, Ruthrauff & Ryan, St. Paul.

Messrs. Garrison, Fox and Osborn represented the agencies in making a joint presentation of the agencies' exposition of what is required for effective agency-client relationships, with Mr. Garrison as the principal spokesman. For the "home team," as they were designated in the program, a joint presentation was made by Messrs. How, Bergh and Prater, with Mr. How as the principal spokesman.

■ Mr. Garrison pointed out the difficulty of the agencies' assignment. "It is complicated in two ways," he said. "First, we the agencies are three separate and distinct companies, working toward a common purpose, but not necessarily a mutual one. In reality, we three are business competitors in the most competitive business of all. But not for the duration of this conference!

"Second, you the client, are as diversified and varied as one could imagine. Most of you, in the commercial sense, have practically nothing in common with each other. You sell different products and services . . . with different sales and advertising policies. . ."

■ As a result, he said, the agency representatives had decided to build their major presentation around an 11-point program for better agency-client relations originally enunciated by Clarence Eldridge, management consultant and former agency and advertiser executive [the points were explained in detail in Advertising Age, Feb. 22 and 29]. Copies of the 11 points were distributed, and those in attendance were asked to evaluate their own performance on each point, for their private edification.

"If the agencies were to take three summary points as our bitterest complaints," Mr. Garrison concluded, they would be these:

• "1. Your advertising agency should become *a full partner* in the sales and marketing operation. In all cases, your agencies feel they could do a better job with more information and with more time to do the job.

• "2. Your advertising agency should become a full partner in the mutual planning and selling of programs to your divisional management. Don't be so proud of your personal prerogatives in this area. You just can never tell where a good selling idea may come from.

• "3. Your advertising agency should become a full partner in personal considerations. By showing some respect for our time, for our feelings, for our problems, you will get more effective, more enthusiastic and more dedicated work from your agencies. And that is important to you."

■ Mr. How began with a summary of profiles of the three agencies (unidentified but easily distinguishable to those present) secured by questionnairing the divisional managers. One agency was described as "pretty good on contact and product, but weak on creativity, and occasionally sloppy." Another was said to have a "split personality—strong on copy, pretty good on performance, but some divisional men doubt their sincerity in some respects." The third was "very strong creatively, modern and versatile—but, boy, have they got a bookkeeping problem!"

"What can we conclude from these reports?", asked Mr. How. "First, that our people want creativity from their agency as the No. 1 thing. Second, they seek—and appreciate—the professional look . . . well-done art, expert layouts, the tell-all-at-a-glance illustration. Third, we appear to be more bothered by poor performance in billing, meeting deadlines, etc., than we are appreciative of good performance in these areas. . . And finally, we love contact men who keep us up to date on what's happening with our work, give our suggestions a fair shake, seem sincere in their relations with us."

■ But maybe the client requires a little self-examination, too, Mr. How suggested. For example:

"It's easy enough to say that Agency X hasn't any creative people. It's less easy to answer the question, 'How do we know a good creative idea when they bring one over to us?'

"On the other hand, does the agency contact man always realize that the idea his customer evolves may just possibly have a creative spark in it? Does he take this belief back to his own staff? At least one of us clients—the guy who said, 'They always forget my suggestions'—doubts it."

Sincerity, good housekeeping, respect, an open mind—all these are two-way streets, Mr. How suggested, and extremely important on both sides of the agency-client relationship.

■ In the question period a number of delicate points were raised. One dealt with contacts. A 3M man objected vigorously to the fact that the head of one agency had casually informed a top management official at 3M recently that "we are not using the agency enough or effectively enough—a direct implication that they're willing and able to do all sorts of things we're not asking them to do, because we're not very bright."

Another 3M man cited an instance in which his agency was working with his merchandising department without his knowledge. In both instances, agency representatives agreed, the point of contact should always be the advertising manager, and when others are called on, the advertising manager should be aware of what is going on, and if possible should be present.

■ How can agencies expect to be given confidential facts and figures in view of the rapid turnover of personnel and the possibility that the information will subsequently land in other people's hands, was one question. The answer was simple: This is a problem which is unanswerable; the possibility of an agency man taking confidential information to a competitive account if he leaves does exist, but it is remote. Besides, the same problem exists with the client's personnel.

Clients should be concerned about whether their agencies make a profit, but agencies don't tell clients how they're doing, so how does the client know?, was another question. Answering this, all three agencies said they were willing to show their books on any particular account to that account.

■ What about asking the agency to gamble its time and resources in connection with new products which do not have important billings and may never have them?

PLANNING STRATEGY—*Howard Bergh (left), Graphic Products Group, and Bob Culligan, art supervisor, discuss details of a forthcoming presentation.*

The admen agreed that they sometimes asked their agencies to do this, but also agreed that it was better and more sensible to pay at least modest fees for such activity.

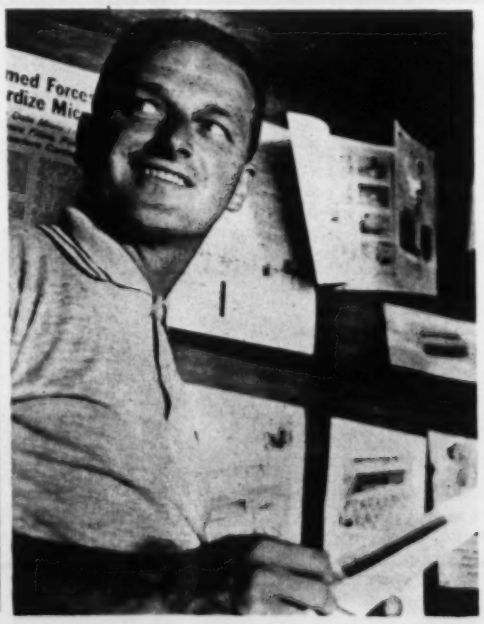
The agency men complained that in some instances their complete service was not being utilized, to which the admen agreed that this is largely a matter of agency initiative. They should be constantly offering to "grab the ball and run with it."

■ Toughest problem of all, perhaps, was: How competitive does an advertising manager want his agency to be? Does he want them to compete for each other's business? The answer, presumably unsatisfactory, was firm—advertising managers don't normally want the agencies to be competitive at all. They don't want to have the agencies competing for their account—*unless* they happen to be dissatisfied. Similarly, and equally satisfactorily, they are not too happy, normally, about their satisfactory agency getting more 3M business, if they suspect that in the process their own claim to attention or time may be somewhat reduced.

Self-Improvement

One aspect upon which great stress was placed throughout the conference, by George Sandell and others, was that of the over-all place of advertising and advertising personnel in the 3M picture, and the importance of individual development.

Mr. Sandell, for example, reviewed the presentations made at the meeting, pointed out that of 17 divisional advertising managers who spoke, only six used visual aids and only seven actually showed their products. While many made excellent presentations, others were clearly unused to platform appearances, he said, urging that they recognize the importance of public speaking in their jobs and their hopes of personal success.



WORK DISPLAYED—*Booklets, ads, display material produced by the various divisions was informally displayed at the conference. Here Ade Boysen, Electrical Products division, inspects some material.*

■ Neil George of the international division, reporting the consensus, suggested a more formal association of advertising supervisors, and pointed out that "this is not really an advertising-minded company at present. Actually, many of our functions seem to be usurped by marketing and merchandising people in our divisions, and it behooves us to become better business men as well as better advertising people, and to be better informed and more aggressive in all elements of marketing."

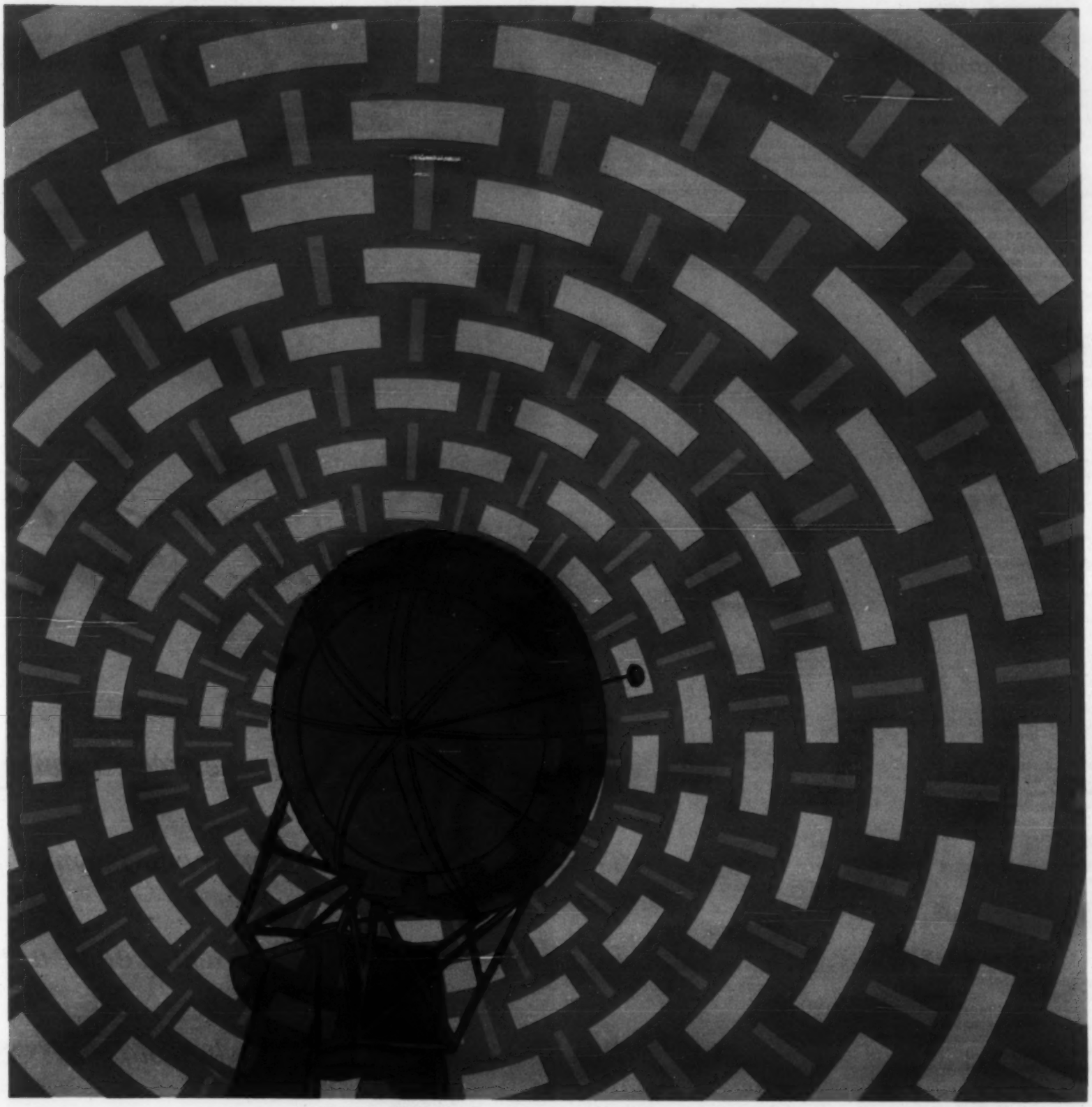
■ Saturday afternoon was devoted to discussion of a new corporate identity program for 3M, with a presentation of 3M symbols through the years by Robert E. Culligan, art supervisor, and a general discussion of corporate images and corporate image advertising by S. R. Bernstein, editorial director of Advertising Age.

Mr. Culligan revealed that 3M has commissioned Gerald Stahl, industrial designer, to develop a new corporate symbol—a step which may ultimately lead to increased activity on the corporate image front. 3M has some 27,000 products and 130 trademarks, Mr. Culligan reported, and no less than 28 variations of the 3M trademark in use now.

It hopes to introduce the new corporate symbol at the annual stockholder meeting in May, 1961, as the first step in a new "look-like-a-leader" program.

■ Mr. Bernstein said corporate image advertising is important in supplementing product advertising, but should never be substituted for it. He added that it was interesting to see Minnesota Mining concerned with its corporate image, despite the fact that currently its image is generally considered to be among the finest of U.S. businesses.

At the final session on Monday, Messrs. Brandon, DonCarlos, Crain and Garrett discussed advertising planning, budgeting, evaluation and merchandising, after which a conference critique and summary indicated that participants felt the weekend had been well and profitably spent, and were looking forward to future sessions and a closer working relationship between central advertising staff and divisional advertising supervisors. #



CHALLENGE: Provide a way for some 400,000 TV homes in the Nashville area to see for themselves the weather conditions in 36 Kentucky, 3 Alabama and a full 50 Tennessee counties.

SOLUTION: Radar, miraculous as television itself, scanning 65,000 square miles of the Central South, to show "live" weather patterns to viewers—exclusively from WLAC-TV.

MORAL: Buy the station that wins audiences by meeting the challenges of the times—WLAC-TV. of course.

WLAC-TV nashville

the "way" station *to the central south*

Ask any Katz man—he'll show you the way!

Robert M. Reuschle, General Sales Manager

T. B. Baker, Jr. Executive Vice-President and General Manager

Fines Favored Over Suspensions in Payola Bill Hearing

WASHINGTON, Aug. 16—Sen. John O. Pastore (D., R. I.) indicated last week that if he has anything to say about it, broadcasters won't have to worry about getting their licenses suspended for "overstepped enthusiasm."

Heading the Senate's payola bill hearings (S. 1898), Sen Pastore made it clear that he thinks "99 44/100%" of broadcasters are pure, but he added that the few that aren't can be amply punished without suspending their licenses.

By suspension, he said, "you're hurting the little boy who wants to watch Howdy Doody more than the fellow who loses his license."

Sen. Pastore explained that he wanted to "refine" the arguments for suspension, but ended up suggesting that the Federal Communications Commission fine offending stations instead. He asked, "Aren't you punishing the public" when you suspend a broadcaster's license? "Why not [monetary] forfeiture—reach into his pockets?"

■ Since broadcasters are more inclined to dig into their pockets than to go off the air, they came out hard against suspensions in last week's hearing—but Sen. Pastore had already beaten them to the punch.

Before he called the first witness, the senator narrowed the issues to these "controversial points": Suspension, forfeiture, the duration of fines levied, and the "negligent or intentional" provision, which specifies that FCC may revoke any station's license for negligent or intentional failure to observe the provisions of the act.

Sen. Pastore sided with the broadcasters on all points. He was not in favor of suspension, he advocated forfeiture, and he proposed a 90-day statute of limitations beyond which stations would not have to pay.

He agreed that to suspend a license on the basis of negligent or intentional failure to live up to the provisions was not fair, and recommended substitution of the old "willfully and repeatedly" clause as criteria.

■ Most broadcasters feel the "willfully and repeatedly" provision, which is embodied in the present laws, is a more flexible yardstick, since a station which carelessly or accidently violates the law won't usually come in for more than a good scolding.

When the first witness, FCC Chairman Frederick W. Ford, was half way through his testimony, Sen. Pastore noted the large area of agreement, and remarked: "By the time we get through with this maybe the broadcasters won't want to testify."

Mr. Ford pointed out that the bill provides an opportunity for any person fined to request a hearing. "There has been some opposition to the authority on the part of the commission to impose a forfeiture without a hearing," he admitted.

Mr. Ford also said the current problems faced by the commission "make it desirable that some less drastic but effectively deterring sanctions should be available to the commission," other than revocation of licenses.

"The commission is of the view that authority to impose a monetary forfeiture on broadcast licensees would provide it with an effective tool in dealing with violations in situations where either revocation or suspension does not appear to be appropriate."

■ The National Assn. of Broadcasters, represented by Vincent T. Wasilewski, vp for government affairs, objected to empowering FCC to fine individual stations and to suspend their licenses.

"Not only does the bill delegate to the FCC a blank check to impose forfeitures upon any broadcast licensee for the violation of any rule or regulation," Mr. Wasilewski said, "but it gives to that agency the additional power to levy a forfeiture for such an intangible thing as failure to operate substantially as set forth in the license."

■ Sen. Pastore asked Mr. Wasilewski how he would feel if fines were imposed only if the broadcaster "willfully and repeatedly" violated the provisions, and if the time didn't extend back for more than ninety days.

"I would not feel nearly as strongly," Mr. Wasilewski admitted. #

SWINGLES. CUSTOM MADE ONLY $68 U.S. only

the JINGLE MILL

*SWINGLES are swinging jingles that SELL! They're created exclusively for you by the Jingle Mill to move your product or win loyalty for your station.

SWINGLES are so good, 800 top advertisers and stations have bought over 10,000 of them, with a 98% re-order record.

Put this record to work for you. Write, wire or call.

THE JINGLE MILL
143 W. 51st St., N.Y. 19, N.Y. • Plaza 7-5730

Our Annual Fall

There's a big difference between advice and

That's why the plant engineer is one of the

He is an authority. Just what does a plant

Do others get into the buying act? Sure!

after the committee packs up and goes home,

plant engineer. When he goes home he's often

AFA Moves, Adds 10 Members

The Advertising Federation of America, New York, has leased headquarters space at 655 Madison Ave. and will move there late this summer after alterations are completed. Ten organizations have joined the AFA. They are:

Fitzgerald Advertising, New Orleans; Great Wall Advertising, Makati Rizal, Philippines; Stevenson & Associates, Minneapolis; Gulf State Advertising, Houston; A. C. Njelsen Co., Chicago; Chesebrough-Pond's Inc., New York; *Daily Courier*, Waterloo, Ia.; *Herald*, Columbia, Tenn.; FWD Corp., Clintonville, Wis., and Edgar Kobak, business consultant, New York.

Premiums at High, Contests Off

Manufacturer premium promotions reached a half-year high, climbing 16% over the first half of 1959, while over-all contest promotions dropped 24% from their peak about one year ago, according to the semi-annual "Promotion Index" in the August issue of *Premium Practice*. Most offers are still aimed at women (41%); those offered to men climbed nearly 3% to 17%; juvenile offers remained around 15%, and offers to the whole family went from 16% to almost 27%, according to the publication. Top premium users were manufacturers of health and beauty aids and canned and frozen foods.

NEMA Unit Names Rider

National Electrical Manufacturers Assn., New York, has named Sumner Rider & Associates, New York, to handle 1961 publicity and promotion programs for its consumer products division. The agency also handles NEMA's electric dishwasher and refrigerator-freezer sections.

Three Join 'This Week'

William F. Bremer, Robert E. Horton Jr., and John P. Renwick Jr. have joined the New York sales staff of *This Week Magazine*. Mr. Bremer was formerly with *Progressive Grocer*, Mr. Horton with *Mademoiselle* and Mr. Renwick with *Ladies' Home Journal*.

Dally Agency Adds One

Powered Products of Texas, Austin, Tex., manufacturer of a complete line of gasoline and electric-power golf cars under the brand names Caddy Car and Carry Car, has named Dally Advertising, Fort Worth, as its agency.

Pickering Joins Rep

Charles M. (Chuck) Pickering, former salesman of WBZ-TV, Boston, has joined the Chicago sales staff of Television Advertising Representatives. He replaces William Condon, who has been shifted to TvAR's New York office.

Sales Message:

authority. Authority carries a bigger price tag.

more respected members of the industrial community.

engineer do? Simple. He plans, he decides, he buys.

Who are they? Everybody (just read your mail). But

the man who makes the decision is usually the

accompanied by a copy of.....

The BIG MAC SHOW can do a big job for you in the Western New York market. With back-to-school planning and holiday promotions coming up, now's the time to make your move. A good place is the BIG MAC SHOW on WBEN-TV—CH. 4, where your dollars always count for more.

get the facts in our new
BIG MAC
brochure . . . from
HARRINGTON, RIGHTER & PARSONS
National Representatives
or write

WBEN-TV
The Buffalo Evening News Station
CH. 4
CBS in Buffalo
Affiliated with WBEN Radio

McCann-Marschalk Adds Two

McCann-Marschalk, New York, has been named to handle the 1960 campaign of the New York State Republican Committee. In 1956 the agency (then Marschalk & Pratt) also handled the Republicans in New York. The Columbus office of McCann-Marschalk has been named to handle advertising for Capital Finance Corp., Columbus, effective Sept. 1.

An imaginative few of the READING, VIEWING and LISTENING PUBLIC may try to interpret your copy or script to be

LIBEL, SLANDER, INVASION OF PRIVACY, VIOLATION OF COPYRIGHT, PIRACY or PLAGIARISM

Good timing suggests being ready for such events by having our Special EXCESS INSURANCE before the claim arises. It is adequate for its special purpose and reasonable in cost.
For details and rates, write

EMPLOYERS REINSURANCE CORPORATION
21 W. Tenth, Kansas City, Mo.
New York Chicago San Francisco
107 William St 175 W. Jackson 100 Bush St

Coming Conventions

*Indicates first listing in this column.

Aug. 26-27. Oklahoma Broadcasters Assn., Western Hills Lodge, Wagoner.

Sept. 3-4. West Virginia Broadcasters Assn., annual fall meeting, The Greenbrier, White Sulphur Springs, W. Va.

Sept. 8-9. National Business Publications, New York regional conference, Hotel Roosevelt.

Sept. 9-11. Iowa Daily Press Assn., 26th annual meeting, Des Moines.

Sept. 13. Premium Advertising Assn. of America conference, in conjunction with the New York premium show (Sept. 12-15), Hotel Astor, New York.

Sept. 14-16. Newspaper Advertising Managers' Assn. of Eastern Canada, annual convention, Mount Royal Hotel, Montreal.

Sept. 15-16. Region 5, Public Utilities Advertising Assn., Tampa Terrace Hotel, Tampa, Fla.

Sept. 16-19. Mail Advertising Service Assn., annual convention, Sheraton Cadillac Hotel, Detroit.

Sept. 20. Magazine Publishers Assn., annual fall conference, Hotel Pierre, New York.

Sept. 21-23. Life Advertisers Assn., annual meeting, Essex House, New York.

Sept. 22-24. Advertising Federation of America, 10th District, Little Rock, Ark.

Sept. 28. Assn. of National Advertisers, Workshop on Advertising Management, Ambassador Hotel, Chicago.

Sept. 29-30. Assn. of National Advertisers, advertising management seminar, Ambassador Hotel, Chicago.

Oct. 2-4. Advertising Federation of America, 7th District, Chattanooga, Tenn.

Oct. 3-4. New England Newspaper Advertising Executives Assn., annual meeting, Parker House, Boston.

*Oct. 3-5. National Newspaper Promotion Assn., Western Regional Workshop, Stardust Hotel, Las Vegas.

Oct. 4-5. Advertising Research Foundation, 6th annual conference, Hotel Commodore, New York.

Oct. 9-13. Direct Mail Advertising Assn., 43rd annual convention, Americana Hotel, Bal Harbour, Fla.

Oct. 10-11. National Business Publications, Chicago regional conference, Ambassador East Hotel.

Oct. 12-15. Affiliated Advertising Agencies Network, annual meeting, Mountain Shadows Resort, Phoenix.

Oct. 12-15. National Newspaper Promotion Assn., Southern Regional Workshop, Phoenix Hotel, Lexington, Ky.

Oct. 13-14. National Assn. of Broadcasters, fall conference, Biltmore Hotel, Atlanta.

Oct. 13-14. American Assn. of Advertising Agencies, central region annual meeting, Ambassador West Hotel, Chicago.

Oct. 13-15. Junior Panel Outdoor Advertising Assn., annual convention, Hilton Hotel, Pittsburgh.

Oct. 13-15. Pennsylvania Newspaper Publishers' Assn., annual convention, Penn Harris Hotel, Harrisburg.

*Oct. 14-15. Northwest Daily Press Assn., Hotel Normandy, Minneapolis.

Oct. 14-16. Midwest Intercity Conference of Women's Advertising Clubs, Sheraton Towers, Chicago.

Oct. 16-17. Texas Assn. of Broadcasters, fall convention, Sheraton-Dallas Hotel, Dallas.

Oct. 16-18. Inland Daily Press Assn., annual meeting, Drake Hotel, Chicago.

Oct. 16-19. American Assn. of Advertising Agencies, western region annual convention, Hotel del Coronado, Coronado, Cal.

Oct. 17. New England Newspapers Advertising Bureau, 23rd annual meeting, Hotel Statler-Hilton, Boston.

Oct. 17-18. 32nd annual Boston Conference on Distribution, Hotel Statler Hilton, Boston.

Oct. 17-18. Agricultural Publishers Assn., annual convention, Advertising Club of New York and Hotel Biltmore.

Oct. 18-19. National Assn. of Broadcasters, fall conference, Sheraton-Dallas Hotel, Dallas.

Oct. 18-21. National Assn. of Educational Broadcasters, annual convention, Jack Tar Hotel, San Francisco.

Oct. 19-21. Audit Bureau of Circulations, annual meeting, Biltmore Hotel, New York.

Oct. 20-21. National Assn. of Broadcasters, fall conference, Mark Hopkins Hotel, San Francisco.

Oct. 22-26. National Newspaper Promotion Assn., central regional convention, Sheraton Towers Hotel, Chicago.

Oct. 24-25. National Assn. of Broadcasters, fall conference, Denver Hilton Hotel, Denver.

Oct. 27-28. National Assn. of Broadcasters, fall conference, Fontenelle Hotel, Omaha.

Oct. 30-Nov. 3. Financial Public Relations Assn., 45th annual convention, Hotel Statler-Hilton, Boston.

Nov. 1-3. Point-of-Purchase Advertising Institute, 14th annual symposium and exhibit, New York Coliseum.

Nov. 2-3. American Assn. of Advertising Agencies, eastern region annual conference, Biltmore Hotel, New York.

Nov. 13-16. Assn. of National Advertisers, annual meeting, The Homestead, Hot Springs, Va.

Nov. 14. National Business Publications, San Francisco regional conference, Jack Tar Hotel.

Nov. 14-15. National Assn. of Broadcasters, fall conference, Statler Hilton Hotel, Washington, D. C.

Nov. 14-16. Broadcasters' Promotion Assn., annual convention, Sheraton Charles Hotel, New Orleans.

Nov. 14-16. Southern Newspaper Publishers Assn., 57th anniversary convention, Boca Raton Hotel and Club, Boca Raton, Fla.

Nov. 16-18. Television Bureau of Advertising, annual meeting, Waldorf-Astoria, New York.

Nov. 17. National Business Publications, Los Angeles regional conference, headquarters to be announced.

Nov. 21-22. National Assn. of Broadcasters, fall conference, Edgewater Beach Hotel, Chicago.

Nov. 28-29. National Assn. of Broadcasters, fall conference, Biltmore Hotel, New York.

Nov. 30. American Assn. of Advertising Agencies, east central region annual meeting, Statler Hilton Hotel, Detroit.

Dec. 13. Assn. of National Advertisers, workshop on "Gaining Sales Force and Trade Support for Your Promotional Program," The Plaza, New York.

*Jan. 19, 1961. Assn. of National Advertisers, Workshop on Advertising Evaluation, Plaza Hotel, New York.

March 26-30, 1961. National Business Publications, annual spring meeting, El Mirador, Palm Springs, Cal.

May 21-24, 1961. National Newspaper Promotion Assn., annual convention, Waldorf-Astoria Hotel, New York.

June 19-21, 1961. American Marketing Assn., 44th annual conference, Ambassador Hotel, Los Angeles.

Oct. 6-9, 1961. Mail Advertising Service Assn., annual convention, Hotel Statler, New York.

Chemway Boosts McNamara

Lady Esther division of Chemway Corp., New York, has appointed Leo J. McNamara as assistant to the president. He joined Chemway in 1952 and has been administrative president of the household products division since 1958.

Westinghouse Sets Bulb Drive

Westinghouse Electric Corp. has set the most extensive fall marketing program in the lamp division's history for the new light bulb line. The drive will include network tv (election coverage on CBS and a situation comedy on NBC), color ads in women's magazines and Sunday newspaper supplements. McCann-Erickson, New York, is the agency.

Kodak Promotes Three

F. Richard Holtz, manager of the international advertising division of Eastman Kodak Co. since 1958, has been named manager of both international advertising and sales promotion. Kodak also has named Horace A. Dutton manager of the international sales promotion division and Richard Fuller manager of the international advertising division.

BofA Boosts Arnold

The Bureau of Advertising, ANPA, has named Mark R. Arnold as manager of its retail and classified division. Previously, Mr. Arnold was retail manager of the BofA.

Cross Joins Spitzer & Mills

George E. Cross, formerly exec vp and general manager of Walsh Advertising Co., has joined Spitzer & Mills, Toronto, as a vp.

You buy
Response
in the
Chattanooga Daily Times

At the edge of the Tennessee River—in the heart of the TVA country—a great industrial city rises. Chattanooga: home-away-from-home for thousands of people in the Tri-State area. They swarm to it every day from 40 key counties of Tennessee, Georgia and Alabama. They man its 500-plus factories and produce its more than 1,500 manufactured articles for nationwide consumption.

Like people in any bustling industrial community, Tri-Staters are alert and striving, bent on filling out their lives with the good things a prospering people enjoy.

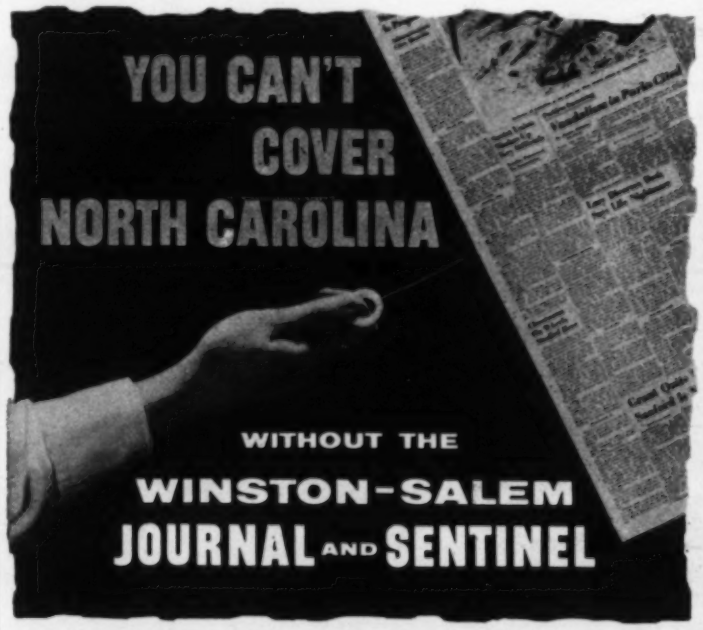
At day's end they return to nearly a third of a million households, filled with men, women and children with urgent needs. Lots of needs. All kinds of needs that must be satisfied.

Tri-Staters make up an eager, responsive market. And the Chattanooga Daily Times serves well the marketing, news and cultural requirements of this growing, consuming community. Your advertising in it can serve them, too.

FASTEST WAY TO PROMPT TRI-STATE BUYING ACTION

Chattanooga Daily Times

Represented by Cresmer & Woodward, Inc. and Shannon & Associates, Inc.



. . . the only daily newspapers covering an important 11-county area of North Carolina. Buy growing, prosperous Winston-Salem . . . get bustling Northwest North Carolina, too . . . where people shop the pages of the Journal and Sentinel . . . North Carolina's COLORACTION newspapers. Published morning, evening and Sunday. Combined daily circulation 108,617. National Rep., Kelly-Smith Co.

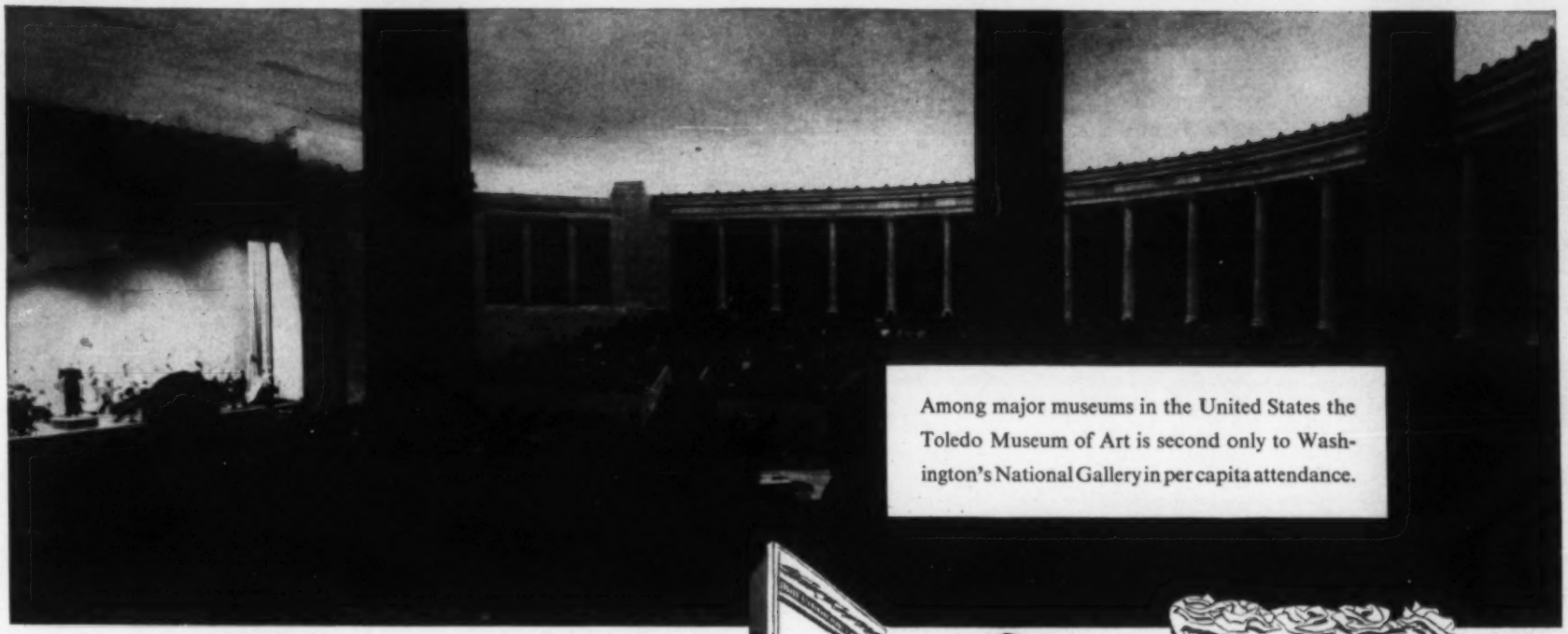
good reproduction + correct dot structure = your money's worth in the magazine

This is the formula
that keeps Hutchings & Melville engravings
Selling at the Point of Impression

Hutchings & Melville, Inc.
custom photoengraving

4043 N. Ravenswood Avenue, Chicago 13, Illinois EAstgate 7-9220

All color engravings for wet printing are proofed exclusively on 4-color proof presses



Among major museums in the United States the Toledo Museum of Art is second only to Washington's National Gallery in per capita attendance.

The world's great orchestras perform to capacity audiences in the beautiful Peristyle of Toledo's famous Museum of Art

TOLEDO

...market on the move!

Just how do you determine the true character of a market?

Do you judge it solely by its industrial and commercial activities—and stop there?

Or do you probe deeper—examining the way its people live and play and pursue the finer things of life—the cultural patterns that reflect and determine to a great degree the true character of a market?

The Toledo Museum of Art is a center of culture and a source of pride to people all over northwestern Ohio and southern Michigan. Latest annual attendance figures show the ratio of visitors to population to be 93%. Little wonder, either, for the quality of its collections places the Toledo Museum of Art among the top ten museums in America. It presents the world's greatest visiting exhibits and brings each year to Toledo the finest musical organizations, playing to capacity audiences.

Clearly, the Toledo area's 1 million people are interested in the finer things of life—an interest demonstrated by the finer things they buy for their families. With a net effective buying income of over $2 billion, the Toledo market offers and will continue increasingly to offer national advertisers a market place of unusual opportunity.

Fortunately The Blade provides an intensive coverage of its market that is matched by few newspapers in the nation.

THE BLADE

One of America's Great Newspapers

REPRESENTED NATIONALLY BY MOLONEY, REGAN & SCHMITT, INC.

The Voice of the Advertiser

This department is a reader's forum. Letters are welcome.

Many Newspapers in U. S. Have Found Discounts Profitable, Tribune's' Tomei Says

To the Editor: In further reference to the news story in your July 4 issue concerning the current r.o.p. color campaign on Salem cigarets placed through William Esty Co., we are mindful that your July 18 article, pointing out that a number of newspapers, including the *Chicago Tribune*, were "automatically included on the Reynolds schedule and no discounts were requested," helped to clear up some confusion. However, we feel that there are still areas of misconception as a result of the original story which seemed to categorize newspapers into (1) that group which secured the Salem campaign largely because of extra discounts and rate concessions and (2) those newspapers which did not get it because of inflexible rate structures.

Your editorials on July 11 and July 18 further indicated possible retrenchment from rate integrity and, on behalf of our industry, we are most anxious that there be no incorrect image about newspapers.

Speaking for our newspaper, the *Chicago Tribune* has now, and has had for a number of years, bulk and page contracts which make it possible for advertisers to earn discounts ranging from 10% to 24%. We have found our discount system a successful and profitable way of doing business, and we believe our general advertising volume attests to its favorable acceptance as an incentive to advertisers.

We feel we are not alone among American newspapers in this conviction. In checking Standard Rate & Data Service it is noted 154 newspapers employ some type of system for volume, page and/or frequency discounts. These newspapers have a total daily circulation of almost 23,500,000, over 42% of the total daily newspaper circulation in the U.S.

Which of these newspapers are on the Salem schedule we have not determined, but it seems reasonable to conclude that an advertiser seeking discounts and a low cost per 1,000 should be able to achieve this through normal business transactions with newspapers accounting for a substantial portion of the daily newspaper circulation in this country.

Under our rate structure we deliver r.o.p. color pages in the daily *Tribune* for Salem cigarets at a cost of $6.39 per 1,000, well under the $7 per 1,000 objective set up by the Esty agency.

As a further point, I can speak at first-hand about another newspaper. Recentiy our general advertising sales department took over the duties of selling space in *Chicago's American*. For some time we have been printing both papers on the same presses with the same color facilities. Under conditions where identical copy is run in both newspapers within a limited period, a rate has been set up which offers *all* national advertisers a reduced r.o.p. color premium in *Chicago's American*.

In the case of Salem cigarets this paper delivers r.o.p. color pages at a cost of $6.87 per 1,000. May I emphasize that this reduced premium for *Chicago's American* is no special concession but available to all advertisers filling the requirement, in the same manner as *Tribune* discounts have been since their inception.

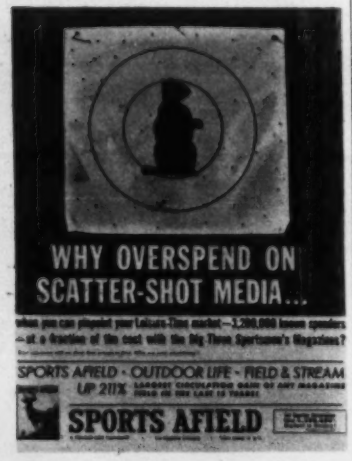
All of this, I hope, indicates that we and a large group of important American newspapers are not subject to a considerable amount of criticism that has arisen regarding rate structure and business integrity.

Felix J. Tomei Jr.,
Assistant Manager, General Advertising, *Chicago Tribune*.

• • •

The Shot That Was Heard Around the Agency

To the Editor: As a former infantry officer, whose duty quite often was to check target scores on the rifle range, I am somewhat puzzled by the ad for *Sports Afield* on Page 69 of the July 25 Advertising Age. How come the edges of the paper surrounding each "shot" face outward instead of inward? What was behind the target? Steel? That would cause a shot to bounce back, or were these holes created by a non-military man who pierced the target paper with a pencil and upon each withdrawal pulled back the paper holes with him? Or what?



John T. Clayton,
Director, Public Affairs, WHLI, Hempstead, N. Y.

**Sharp-eyed Reader Clayton is quite right. J. M. Hickerson Inc., Sports Afield's agency, says the target was backed with a metal plate.*

Democrats Alone Not to Blame for Anti-Ad Attitude, He Says

To the Editor: Include me among the many congratulating you on your fine editorial, "Are Our Standards of Living Too High," which appeared in your July 25 issue . . .

There is, however, one criticism I have of your editorial and that is, in a sense, you are guilty of making the same error of which you accuse the Democratic Party. Whereas you imply that the Democrats make advertising the current whipping boy because " 'Madison Avenue' is a convenient (and sufficiently nebulous) symbol to make a good rallying point" you place much of the blame for the current general disrepute of the ad industry on the Democrats because it is likewise convenient.

As you well know, the Democrats alone are certainly not to blame because under the current Republican administration more curbs have been placed on the industry and more criticism levelled against it than ever happened before. However, I do not wish to be guilty—as I have accused you of being—by blaming the Republicans because its administration is a convenient whipping boy. The problem is more complex.

As I see it there are today increasing numbers of pseudo-intellectuals, aspiring politicians, and Ivory-Towered Do-Gooders, who, for purposes of publicity, social status, pedantry, or, heaven-knows-what, are trying to create an impression that anything "commercial" is a form of smelly fish mongery or something repulsively unclean. Despite their supposed intelligence they fail to realize that America's enviable standard of living, unheard of comfort and luxury, high level of employment and unprecedented leisure have been brought about largely through the efforts of those nasty "hidden persuaders" and the very industry they are trying so hard to malign . . .

Wilfred Guenther,
Advertising Counsel, Toledo.

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To the Editor: Your editorial was a first class job and something that certainly needs to be said . . .

Ford Stewart,
President and Publisher, *Christian Herald*, New York.

•

To the Editor: . . . You will be pleased to know that, as a champion of advertising and its benefits upon our American economy, I have taken many opportunities to express to as many people as possible the importance of advertising . . .

S. Bosin,
Sales Manager, Federal Advertising Corp., Paterson, N. J.

•

To the Editor: . . . The misconception is, to a large degree, the fault of the advertising industry itself. In preoccupation with the image of its clients the trade has failed to make clear to the average laymen that advertising *lowers* prices, *creates* jobs, *provides* (sometimes indirectly) the tax revenue for defense, roads, schools.

Without advertising the mass consumption of essential and/or merely enjoyable products could not exist . . . and our economy is based on mass production for mass consumption.

This seems elementary to those in the trade; somehow it has not been clarified to the man in the street. Nor will it be until advertising as an industry (who else?) expounds its own virtues as sincerely as it does those of its clients.

Donald E. Wood,
Editor, *Automatic Machining*, Rochester, N. Y.

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To the Editor: I think that [the editorial] is very well done and certainly a lot of very able individuals on Madison Ave. have probably suffered from whipping-boy persecution.

However, I can't help but think that we are going through a revolt against certain excesses that have been forced upon us through advertising and selling. Certainly the popularity of the foreign automobile is a revolt against the garishness and planned obsolescence that has dominated the automobile industry, where a car is discarded because of style rather than because of function . . .

If the move toward austerity is for the elimination of these sham features in our lives and towards putting greater emphasis upon basic things and getting our senses of value in truer perspective, I think it is a healthy thing for all of us, including the advertising profession. I think that good work can be done along this line without in any way reducing our standard of living.

Your editorial is thought-provoking and you are to be congratulated for it.

Joseph S. Peacock,
President, Peacock Business Press, Park Ridge, Ill.

Stratton Was Answering Democrats, He Declares

To the Editor: Your front page box commenting on Gov. Stratton's remarks at the Republican convention (AA, Aug. 1) makes me wonder if you understood what he was talking about.

I recall that the phrase makers (new deal, fair deal, cutting the cards, etc.) were the Democrats at their convention, who then with a fine disregard for consistency ridiculed advertising for image building.

Gov. Stratton's answer seems quite appropriate under the circumstances.

Phil Lansdale,
Lansdale Co., Los Angeles.

The governor of Illinois, William G. Stratton, said at the opening session of the convention: "The time for quibbling over meaningless phrases is over. We want straight talk in our platform. We want flesh and blood on our ticket, not a pale creation or image of Madison Ave."

• • •

When a Cliche Becomes a Joke, It's No Longer a Cliche

To the Editor: I am gratified that you chose to print the letter from Fred Lewis (AA, Aug. 8) because he seems to be alone in having appreciated, at least for a moment, the true intent of my letter in the July 25 issue. [Mr Reading quoted a letter from Lima asking for "cliches" and said his agency had combed its files for "cliches" but no one could remember having seen a "cliche" in any of its copy.]

Mr. Lewis was correct in his first impression that I was writing with tongue in cheek, but apparently my effort did not fare so well with other readers. For the record, then, please let it be known that I comprehend the meaning of the term "cliche" in the sense our Lima correspondent intended. I had hoped to share an amusing experience by quoting the *context* of his letter, which was the source of my amusement, because it emphasized the more popular connotation of the term in English.

We sent proofs to the distributor only because no ad mats, electros or cuts are available for such use in our client's present modest program. The request was handled with speed and intelligence and the client was pleased, as usual.

To Mr. Lewis, my thanks for his forbearance. Among my other critics, the unfriendly, the rude, the presumptuous and the humorless can go soak their hot little heads.

William O. Reading,
Bert S. Gittins Advertising, Milwaukee.

• • •

Attack Was Testimonial to FTC, Business Bureau Says

To the Editor: In the Aug. 10 issue of "DaTa," the weekly publication of the Better Business Bureau of Los Angeles, will appear the following story about the letter from Davis-Harrison-Simmonds, which appeared in your "Voice of the Advertiser" column on Aug. 1:

"A letter to the editor which appeared in Advertising Age of Aug. 1, which on its face appears to be a vitriolic attack on Earl Kintner, chairman of the FTC, is, when the full facts are disclosed, a real testimonial as to the vigor with which the FTC is moving against misleading advertisers and their devious schemes.

"The letter was signed 'T. S. Simmonds, Vice-President, Davis-Harrison-Simmonds, Hollywood,' a firm for which no listing could be found in the telephone directory nor in the advertising agency directory. The letter sounded like Don L. Davis, Gadget-of-the-Month Club promoter, whose activities have been exposed by articles in 'DaTa' on 11 occasions and who has been subject to at least two actions by the FTC.

"BBB files revealed that 'Davis-Harrison-Simmonds' was the name used by Davis 12 years ago in placing radio advertising for the Gadget-of-the-Month Club. The letter written to the editor of Advertising Age showed the return address as 6600 Lexington Ave., which is the Gadget-of-the-Month Club's address.

"It is difficult to remember all the fictitious trade names with which Davis has been or is identified. In addition to Gadget-of-the-Month Club, they include Fisherman's GMC; Garden GMC; Perfume GMC; Model GMC; Gadget Nook of America; Gadget Guild of America; Toy-of-the-Month Club; Peerless Premiums Ltd.; International Federation of Inventors; American Society of Registered Inventors; National Assn. of Inventors; American Society of Women Inventors; Consumers Testing League; Los Angeles Small Businessmen's Assn.; California Small Businessmen's Assn.; American Federation of Small Businessmen's Organizations; and International Alliance of Small Business Organizations.

"A man is known not only by the friends he makes but also by the enemies he makes. The Davis attack should add to the Kintner stature."

Robert J. Bauer,
President, Better Business Bureau of Los Angeles.

• • •

The Day AA Stopped Publishing! Horrors!

To the Editor: Sometimes, as you know, we fail to appreciate the good things of life until, one day —they're gone!

Three such possible instances have been brought to mind. In the world's greatest advertising publication, issue of June 27, 1960, on Page 90, you reported a campaign ad prepared for the Bureau of Advertising, American Newspaper Publishers Assn. Headline: "What Would Happen If All Advertising Stopped?" It was a dandy ad! Food for thought.

Then, on July 25, you published a full-page for Metropolitan Sunday Newspapers Inc. Headline: "The Day the Funnies Stopped." It was a powerful stopper, too!

Both brought to mind a two-color spread prepared by this agency last year for our client, Cornelius Co., subsequentlv published in the August, 1959, issue of *Rocky Mountain Construction;* later, in the *Arizona-New Mexico Builder & Contractor*. Headline: "The Day All Road Work Stopped."

Could this indicate that some of us, at least, have stopped to consider some of the finer things in life—such as advertising, comic strips and the importance of our road building industry and those who serve it? We think so, and are encouraged by this alert awareness by advertising people to remind us of so many, many wonderful things we in America all too often take for granted!

As to the "What If" approach, we certainly don't claim to have originated it. Undoubtedly, it's been used many times before, in various ways. May these three examples, however, serve to remind us all that in reality each could conceivably disappear from the American scene. No further comment necessary.

The result, however, would be almost as bad as if we were to read the gruesome headline: Advertising Age Stops Publishing!

Of course, none of these could ever really hap—or, *could* they?

Dallas Wyant,
Account Executive, Frederic Airy Advertising, Albuquerque.

Who else makes flashlight batteries?

Ask anybody, "Who makes flashlight batteries?" Chances are he'll say "Eveready."

Everybody knows the "Eveready" story. A thin beam of light shines through the stormy night. An alert State Trooper spots it; stops his car to investigate. Fifty feet from the highway he finds an overturned truck and a trapped driver desperately shining his flashlight (complete with "Eveready" Batteries) for rescue.

Another chapter in the "Eveready" story. A story that first appeared in Metro Sunday Comics almost twenty years ago. A story to keep in mind any time you find yourself questioning the potency of Sunday Newspaper Comics advertising.

"Eveready" has traveled the Comics route to help create one of the most eminent brand images in any field. Along the way, Comics contributed the audience, identification and acceptance.

Consider these facts about the Metro Sunday Comics Network:

FACT: More people read Metro Sunday Comics than any other print medium – over 40,000,000. As always, section readership is terrific. (Ask for latest studies.)

FACT: Metro's regular families include more college graduates, more professionals, more adults, more teenagers, more kids than you can reach in any other medium. And you reach them *all at once* for the price of *one* insertion.

FACT: In the income brackets that count – over $4,000; over $7,000; over $10,000—Metro Sunday Newspaper Comics' families rank well *above* U.S. averages.

FACT: During the key "buying years"—18 to 34 – readership of Sunday Newspaper Comics tops that of all other feature sections.

FACT: People who read Comics become involved in the situations; identify strongly with many of the characters – develop a strong sense of loyalty to the medium. The result: a strong sense of loyalty to the advertisers. (Ask us for the new studies on this.)

FACT: You can get the complete story on Metro Sunday Comics Network by calling MUrray Hill 9-8200 in New York City – or any of our branch offices listed below. (Send for our brand new study on effective audience potential, entitled "2 x 2 = 16 – Or Does It?")

METRO COMICS

METROPOLITAN SUNDAY NEWSPAPERS, INC.

Sales Offices: 260 Madison Avenue, New York 16, N. Y., MUrray Hill 9-8200 • Chicago 11, 1710 Tribune Tower • Detroit 2, New Center Building • Los Angeles 5, 3460 Wilshire Boulevard • San Francisco 4, 155 Montgomery Street

Once again,
HOUSE & HOME
leads
all monthly
U. S.
industrial
magazines
in
advertising

REVENUE
first six months
1960

HOUSE & HOME	$1,747,745
Space Aeronautics	$1,298,000
Factory	$1,291,336
Architectural Record	$1,239,225
Mill & Factory	$1,162,560
American Builder	$1,119,360
Plant Engineering	$1,049,556
Practical Builder	$1,031,520
Progressive Grocer	$1,024,100
Institutions	$ 949,560

Based on 12 time B&W rate

In America's biggest industry . . . almost EVERYBODY ***reads*** House & Home

published by **TIME INC.** *for architects · appraisers · builders · contractors · decorators · dealers · distributors ·* **FHA-VA** *· lenders · manufacturers · prefabricators · realtors*

Advertising Age

Feature Section

Factors of In-Home Retailing

Central Selling Theme Is Important

Try the Twenty in Biz Quiz

Furniture Ad Called 'Service Rendering'

Opinions expressed here are those of the writers, and not necessarily those of Advertising Age. Comments are always welcome.

THE NATIONAL NEWSPAPER OF MARKETING

Testing Your Way to More Profit . . .

Seven Basic Steps in Planning the Test Marketing of a New Consumer Package Goods Product

By Everett C. Bradley
Vice-President, Robert Bragarnick Inc., New York

Everett C. Bradley

A down to earth, step by step procedure for market testing a new consumer package goods product is outlined here. The author, now vp of the recently formed market counseling firm of Robert Bragarnick Inc., has had extensive experience in test marketing and in the introduction of such national brands as Joy liquid detergent, Stripe toothpaste, Lilt home permanent, Spic & Span household cleaner, and Fluffo shortening. He has been a vp of J. Walter Thompson Co., Compton Advertising and Benton & Bowles.

Much has been written about test marketing and many views are held. The article that follows here is based upon direct experience in the highly competitive packaged goods field. The author has played a key part in the successful test marketing and national introduction of half a dozen brands which are selling profitably over today's counters.

The test marketing procedure described is *not* a way to quick riches. It is a way to build long term for major sales volume and profit.

The Background

The discussion which follows is concerned primarily with the development of test marketing plans for products in the package goods field. The basic approach discussed is one that has been used successfully to bring to market some of the outstanding national brands. Other test marketing programs have been successful but in many cases these are dependent upon the particular skill or daring of an individual operator.

Perhaps the single most important requirement in developing a proper test marketing plan is time. If insufficient time is allowed for development of the plan, a product can be doomed to failure or mediocrity.

The basic objective is to develop a test market plan aimed at achieving a given share of market and to expand that plan to national scope with a reasonable guarantee of success. To do this means allowing adequate time to plan all phases of activity with the greatest care and skill. Once the actual test marketing starts, there is little opportunity for change. The strategy has been planned, the troops have been committed and the whole operation must be executed with maximum efficiency.

Some Basic Assumptions

In this discussion we make certain assumptions. These are:

- **1.** That the objective is to build a brand for the long term.
- **2.** That there will be substantial volume and profit to be had from a successful operation.

There are two critical periods of time involved:

(a) The first critical period of time is when the company is working toward the decision as to whether the particular product under consideration is worthy of test marketing;

(b) The second critical period of time is concerned with the development of the actual test market plan.

Pre-Test Market Considerations

I. The Product

First consideration has to go to the product itself. Two basic considerations can be involved here:

(a) Is the product superior to its competition?

(b) Is the product equal to its competition?

To get the proper answer to these questions involves extensive consumer research. The most satisfactory research for this purpose, in our opinion, is the blind product test. This research, properly done, can show clearly how well the new product measures up to its competition in terms of over-all preference as well as in detail of performance.

Chances of success are greater if the product is superior to competition. There are instances where success has been achieved with a product that appears to be only equal to its chief competition. In these instances, original ideas on packaging, advertising and sales promotion can lead to success.

II. Potential Volume and Profit

Can the product attain worth while volume and profit in its field? Naturally, the answer to this will vary according to companies. Since we are talking primarily about big companies with the objective of building a big brand, we assume that unless substantial volume is projectible, no test marketing will be done.

III. Cost and Payout

How much will it cost to achieve the sales objective? Is the company willing to do investment spending? To build a major brand in the highly competitive packaged goods field calls for heavy expenditures nationally. Basically the answer to this question stems from the answer to "How big a business does the company believe it can build nationally?"

Once this question has been answered, a plan can be put together to show how much advertising and sales promotion effort is needed, how much it will cost and how long the payout period will be for the national plan.

IV. Production of Goods

What is the status of factory production? This needs to be clearly established for both test marketing needs and for national distribution. Time and money can be wasted if adequate production is not available at all times. After the best estimates have been made of quantities of goods needed for initial distribution, regular sales and any special quantities for promotion, it is well to add a cushion for reserve against possible out-of-stock conditions that occur during test marketing. (It is well to consider here, too, the speed of national distribution assuming successful test marketing. If possible to introduce all over the country simultaneously, there are advantages from the use of national media, national promotion and the over-all impact of this kind of introduction.)

* * *

Once all of the above basic factors have been considered and answers set down, it is possible to begin to build the actual national and test market plans.

Planning the Test Marketing

Ideal time tables are hard to live up to, but close adherence to one can pay big dividends in marketing a new product. We show below a schedule of operations that has worked effectively:

Step #1—Review all blind product research and summarize the product characteristics which seem to have the most meaning to the user (and summarize the strengths and weaknesses of chief competition as shown by this research.)

At this point, the first critical decision can be made:

"Our product is clearly superior to competition and our plan can be based upon that superiority"; or

"Our product is no better or no worse than competition but since we believe there is room in the market for another brand, we want to go ahead anyway. Therefore, our plan must get its strength from something other than product superiority."

Step #2—Once the decision has been made that the product is worthy of test marketing, the time has come to make decisions on:

a. *Retail Price**—In most cases in the package goods field, it will probably be considered wise to price the product competitively. There can be instances where a higher or lower price than that which prevails generally in the field is indicated. It is important that whatever pricing policy is chosen, the reasons for it are clearly recorded so that they will be available to the people who will work out the over-all marketing plan.

b. *Profit Margin**—Again normally this will be competitive, but if for any reason it is not, the reasons should be recorded.

c. *Sales Objective**—The desired national share of market should be set for at least the first three years of operation, by years. One controlling factor in this decision is the *minimum* sales volume which the company considers worth while. Once this has been determined, the estimate can be revised upward, depending upon the product's indicated superiority in its field and competitive product and advertising strengths. This calls for a review of all of the leading competition and the shares of market achieved, as well as consideration of over what period of time these shares were achieved and by what methods.

*If there is major divergence of opinion on these points, different levels can be tested.

d. *Cost of Advertising and Sales Promotion*—With a decision made on anticipated sales volume, it is possible to set down the cost of the advertising and sales promotion needed to achieve that volume. There is a distinction here between the actual dollars turned up by the goods sold versus the cost of the plan which will be needed to do the job. The fundamental decision of management is whether it is going after maximum sales volume accompanied by investment spending or whether it is aiming at a lower share of market to be achieved on a "pay as you go" basis.

Since we are talking about major volume package goods items, it is almost certain that the large manufacturers will want to go after major volume and be willing to undertake investment spending. Except in the most unusual cases, it would be impossible to

Payout Table for Hypothetical Investment Spending Brand

	1st Year	2nd Year	3rd Year	4th Year
Cases Full Available	2,000,000	2,200,000	2,500,000	2,500,000
Per Case	$2	$2	$2	$2
Revenue	$4,000,000	$4,400,000	$5,000,000	$5,000,000
Advertising and SP Costs	$6,000,000	$4,000,000	$3,500,000	$2,500,000
(Per Case)	($3)	($1.81)	($1.40)	($1)
"In the Red" By Year	—$2,000,000	+ $ 400,000	+ $1,500,000	+ $2,500,000
Cumulative		—$1,600,000	—$ 100,000	+ $2,400,000

gain important position in any one of the major package goods fields without this kind of planning.

To illustrate how this might work out, we show here a table for a hypothetical brand with a sales objective of 2,000,000 cases the first year and 2,500,000 in the third and fourth years. The total available to spend is $2 per case, and, as the table shows, this volume and the rate of expenditure provide for payout in just over three years.

Several important factors show up in the accompanying table:

- 1. First, the need for the best possible judgment in making sales estimates.
- 2. Second, the need for careful cost accounting to determine the "Full available per case," since this will determine the speed of payout. In making the estimates of "Full available per case," the best possible knowledge should be applied to the forecasts of *future* costs.

While in the hypothetical table we have kept this at an even $2 per case throughout the payout period, it could well be that in an actual case this would vary upward or downward over that length of time, depending upon the expert forecasts of costs.

- 3. Third, the advertising and sales promotion costs as shown in the table should represent the best judgment on what it will take in the way of advertising and sales promotion to achieve sales goals. Naturally, the payout period can be shortened or lengthened depending upon how these costs are set.

e. *The Production of Goods*—The rate of production is worked out in great detail, based upon the estimates of the amount of goods required to get initial distribution, take care of repeat sales, to handle any promotional activities and if possible provide for a cushion over and above these estimates. At this time, consideration is given not only to the test market needs but to the national market needs, based upon the sales objectives.

Step #3—Once the above decisions have been made, the job of creating *copy and marketing concepts* can begin. This is a highly critical part of the planning, for it is these copy and marketing concepts that will be the foundation of the entire plan and determine its ultimate success. At this stage of the game, all known facts should be reviewed which will help develop the concepts. This includes all facts about the product itself and its acceptance and performance in the field. It also includes all facts about competition—their pricing and discount policies, their promotional policies, estimates of sales volume and advertising expenditures, etc.

Only when all of this basic material has been turned over to those people who have the responsibility for creating the plan, can they begin to function effectively.

■ We emphasize the importance of full discussions at this stage of the game. What should be accomplished at this point is the clearest possible statement of the views of the company and agency management in the over-all copy and marketing concepts. There have been examples of test marketing plans going awry because insufficient discussion was held at the outset to get the full views of the key people. Once these views have been clarified and set down in writing, it is possible for the people who will develop the actual plan to consider them fully and either accept them or reject them, giving detailed reasons for their recommendation. It is considered especially advisable to have these over-all copy and marketing strategies worked out even before attempting to set a media plan. The best media thinking comes after the over-all concept of the brand is understood.

Step #4—This involves setting down the actual copy, marketing and sales promotion strategies to be recommended. These are set down as strategy statements before the actual creative work is begun. The content of these strategy statements will vary by type of product but in each case statements should be clear and concise descriptions of the basic strategy to be followed for these various phases of the operation. They do not need to, and in fact should not, say *how* the strategy should be accomplished but simply state *what* the strategy should be.

Steps #5 and #6—These two steps can go into work simultaneously. They are:

- **5**—Doing the actual creative work on the advertising and sales promotion plans, as well as the media plan.

a. The creative work on copy should be based upon the previously determined copy strategy. It can well be that within this copy strategy several worth while themes will be developed. If this should be the case, any usable copy testing methods should be used to help reach a final decision.

b. Creating the sales promotion plan depends primarily upon the nature of the product classification and the sales objective. The primary objective should be the widest and fastest consumer sampling* of the product. Special introductory sampling and/or couponing are usually the most effective ways to accomplish this, although studies should be made to see whether there are any new or ingenious ways to accomplish this early consumer sampling.

If broad scale sampling and couponing are used, timing becomes important. The first round of these efforts should be timed to hit as soon as distribution is obtained in stores doing at least 75% of the volume. It should be accompanied by heavy introductory advertising weight. If this is done properly the initial impact can get the brand off to a flying start. These efforts can be especially effective if the product is clearly superior to its present competition.

In a major brand introduction, it is not uncommon to have the cost of the first year's sales promotion equal the cost of the first year's advertising.

c. The development of the media plan can be started by informing those responsible, of the copy and marketing strategies which have been planned and the money available. They will also need to know the timing of the plan for the test marketing operation and its national expansion. The first step will be to set up a national plan and then recommend how best to reflect this national plan in the test markets. If at all possible at this point, it is extremely handy to be able to tell the media people what the timing is on speed of expansion, assuming successful test marketing.

*Experience indicates that sampling is most successful if consumers are given the most commonly used size of a product. Attempts to save by short cutting on these can be dangerous.

If production capacity permits going national simultaneously, that is important to know. If simultaneous national introduction is not possible, it is well to tell them as clearly as possible the expected rate of national expansion. A plan based upon the use of national broadcast and print media will have a different cost figure than one based upon going national by sections of the country over a period of time.

- **6**—Laying out the plan for evaluation of test market progress.

Here is one of the single most important parts of test market planning. The evaluations needed are both quantitative and qualitative. The easier of these to set up is of course the quantitative. Store audits, special Nielsen reports, chain withdrawal figures, shipment figures—all can be used to measure the quantity of goods being shipped in and moved out of stores.

It is essential, however, to lay out a continuing plan for qualitative research to find out how the product stacks up in the consumer's mind under actual marketing conditions vs. what was shown in the original blind tests. Answers are needed to questions on what she likes and doesn't like about it, how she rates it in comparison to products previously used for the same purpose. In many cases the product will be a multi-purpose one and information is needed on product standing by uses. In most cases, it is well to conduct the first of these qualitative studies 8 to 10 weeks after the start of introduction and continue them at intervals of 8 to 12 weeks to get a measure of repeat purchases, changes in consumer preferences, etc. If at all possible, a "loyalty quotient" should be developed from these studies. This simply means that we measure the *extent of consumer trial vs.* the *extent of continuing consumer usage to* find out how well we are holding those people who have tried the brand. Accompanying all of these qualitative-quantitative studies should be thorough observance of what is going on in the field. This field checking should be done by people whose experience and judgment enable them to sense the progress of the testing operation and note any ways in which it might be strengthened.

Step #7—Here the recommended advertising copy, sales promotion plan and media plans are reviewed for final approval. The execution of these plans is studied carefully and checked against the previously agreed-upon strategy statements. This is the final step before the test marketing is launched.

* * *

SUMMARY

The key things in planning a test marketing operation and its national expansion are as follows:

- **(1)** Evaluation of the product by blind testing to determine whether it is worthy of actual marketing tests.
- **(2)** Once the decision has been made that a worth while product is in hand, to set up the table for planning the work which allows adequate time for careful thinking and which proceeds on a step-by-step basis to the final completion of the plan. We have attempted to outline such a procedure above, and we can say from experience that short-changing any one of these major steps can lead to trouble.
- **(3)** Estimate the share of business to be aimed for and decide upon a reasonable payout period and upon a projection of money available per case.
- **(4)** Set up the test marketing plan based upon a national plan.
- **(5)** Outline a plan for study of quantitative and qualitative results of the test marketing which will measure not only the brand's initial success but its sustaining power.

Salesense in Advertising . . .

The Central Selling Theme

By James D. Woolf
Creative Consultant

I have always contended that we remember most vividly those things that are impressed on our minds in terms of a single symbol or sharply defined core idea. Too many advertisements try to sell too many ideas.

James D. Woolf

Said James R. Adams, co-founder of MacManus, John & Adams, in his splendid book, "Sparks Off My Anvil," "An advertisement should try to make one central, compelling point. If other ideas are brought into the argument, they should be corollary to the central theme. For instance, if you are talking about a motor car, and your central theme is economy, stick to economy. Your purpose should be to convince the reader that, whatever it may offer, your product is economical to own and operate. It takes only one really basic conviction about a product to sell it. But the thing you are talking about in your advertisement is potent. It won't do you any good to establish a point which isn't powerful enough to unlock a pocketbook. Too many advertisements try to sell too many things. The result is confusion or, at best, lack of conviction on any real point. It doesn't take much to trigger the human mind. But it takes something definite." ("Sparks Off My Anvil" was published by Harper & Brothers in 1958.)

■ In principle I agree with Mr. Adams. But I should not go so far as to say that advertising campaigns should *always* be built around a single core idea. Undoubtedly there have been many cases where advertising has succeeded through the use of a wide variety of ideas and appeals. But I do believe that in most cases advertising is more effective when the selling appeal is centered around a central idea or a single group of closely related ideas.

The problem of selecting the right central selling idea is often a difficult

NOW—
THE HOUSTON POST HAS THE LARGEST TOTAL SUNDAY (also, Houston's largest daily) CIRCULATION OF ANY TEXAS NEWSPAPER

232,101

Dallas News	231,243
Houston Chronicle	226,490
Ft. Worth Star-Telegram	213,500
Dallas Times-Herald	200,647

Source: ABC Publisher's Statements for 6 months period ending March 31, 1960 and subject to audit.

THE HOUSTON POST

Houston's largest newspaper in total daily and Sunday circulation.

Represented nationally by Moloney, Regan & Schmitt

Preliminary Census figures show Houston is 6th LARGEST CITY in U.S.

THE HOUSTON POST 75th ANNIVERSARY

one and always a matter of the greatest importance. At the outset the writer, in his study of any given case, finds himself facing a complexity of problems. In the product itself he may see a dozen selling points, a dozen different angles of approach. Think, for example, of the endless variety to write about in connection with an automobile! Or furniture! Here are questions of construction, durability, style, beauty, comfort, price, economy and in many cases a number of special features of design and finish.

To determine the most effective selling appeal correctly requires a thorough study of all factors that have a bearing on the problem: the product, consumer wants, competition, the dealer and so on. Most of all it requires a clear conception of precisely what the objective is to be. In every case it should be a *service* idea—an idea that promises the solution of a definite consumer problem, the fulfillment of a vital consumer need. #

On the Merchandising Front . . .

The Coming Era of In-Home Retailing

By E. B. Weiss

Before I am charged with predicting the demise of the retail store, I had better state that there will *always* be a retail store. Moreover, I doubt that—in our time—retail volume, done away from the retail store, will ever challenge the volume done on the floor of retail outlets.

E. B. Weiss

However, there is plenty of evidence indicating that the percentage of total retail sold away from the retail floor has been mounting for the last decade. Clearly, mail order retailing has been on the rise for ten years. Equally clearly, telephone retailing has shown sufficient growth potentials to encourage AT&T to go all out in encouraging more retailers to cultivate telephone volume. And there is no room to doubt that in-home retailing has moved ahead on an enormous scale; the variety of merchandise, as well as total volume, retailed this way has broadened in a remarkable way.

But shopping from home—as differentiated from shopping in the retail store—is destined for *even greater growth* during the 1960s than was recorded during the 1950s. I believe this will take place for two sets of reasons, one set involving some traditional factors and the second set involving novel factors.

■ The first group would include the following reasons:

1. Most shopping long ago lost its lure as fun; as entertainment; as diversion. With the exception of some shopping for big-ticket merchandise, most shopping today is a chore—a bore. This encourages shopping from the home.

2. Shoppers are being subjected to more inconvenience (as in the modern food super); more hazards (as in parking and in traffic); more physical problems (as in toting merchandise to the car, up into the home, etc). Shopping from the home can be much more convenient, involve fewer hazards, fewer physical problems.

3. The time factor is also involved. In-store shopping involves considerable time, when every step of the shopping expedition is clocked. Shoppers want to shop fast—in split seconds. The very fact that so many millions of shoppers have time to shop only at night, spotlights the time problem. Shopping at home can save time.

4. In-store shopping involves many costs to the shopper. These include car costs, baby-sitter costs, wear-and-tear on garments (as well as on patience). In-home shopping can be a real economy.

5. The pre-sold brand, the standardization of merchandise, the reliability both of brands and of retailers, all combine to encourage shopping from the home, even on a "sight unseen" basis.

The second group of factors includes the more exciting developments. These would take in:

1. The eventual use of the home tv set as a shopping facility. This has been predicted for some years. We may be slightly closer to it today than we were a decade ago. Ultimately, it will play at least as much of a role as shopping via the telephone—indeed, it will be tied into telephone ordering from the home. Since AT&T has shown such a keen interest in exploiting the potentials of telephone shopping, it is probable that the vast facilities of this great communications system will be employed to accelerate the advent of the eventual era of shopping via the telephone and home tv screen.

2. The vast extension of the credit card system facilitates in-home shopping.

3. The use by large retailers of electronic data processing and handling equipment will also make the various forms of in-home selling more economical to handle and therefore more feasible. The data processing equipment can record orders from the home (mail, telephone, etc.) and can also be hooked into the electronic handling equipment that sorts out and assembles the order. And, of course, this equipment can work 'round the clock—a considerable advantage in view of the great trend toward nocturnal shopping and Sunday shopping.

As a matter of fact, since some manufacturers are beginning to show an interest in going into retailing, it may be that some experiments will be made by manufacturers involving in-home retailing.

■ Centuries ago, a substantial percentage of retailing was done right in the home. The Yankee tin peddler typified this era. Then for decades the trend was toward doing less shopping from the home, a trend that was only temporarily decelerated by the appearance of the great mail order houses.

But now, for at least a full decade, there has been mounting evidence of a strong ground swell involving a return to shopping from the home. Modern social conditions (the working wife, etc.), modern technology (the whole spectrum of electronic communications) and modern marketing (the pre-sold brand plus universal credit) all combine to make in-home shopping (by mail, by telephone, by tv screen, by the in-home salesperson) thoroughly logical.

In-home shopping, plus the vending machine (which, in big apartment houses, will permit shopping from within the building) promise to be two of the fascinating marketing developments of this decade. I think further evidence supporting this prophecy is found in the fact that, in 1960, more mail order catalogs will be distributed than ever before. And Sears reports that its mail order business is once again in a true growth situation. #

BIZ QUIZ

Lester Leber

Compiled by Lester Leber

How much do you know or how good are you at guessing? Answers on Page 68.

1. Among Sunday newspapers in the U.S., New York News has long had the largest circulation. Next biggest is
   (A) Chicago Tribune (B) New York Times (C) New York Mirror
2. How much more than a substantial local advertiser does a national company usually have to pay for newspaper space?
   (A) 15% (B) 35% (C) 65%
3. For the first half of this year the largest dollar volume of magazine advertising appeared in
   (A) Life (B) Reader's Digest (C) McCall's
4. Last month the nation's top magazine publishers accepted Federal Trade Commission consent orders concerning their policies in regard to
   (A) Advertising acceptance
   (B) Newsstand sales
   (C) Editorial content
5. Tv stations get most of their income from
   (A) Networks
   (B) National and regional advertisers
   (C) Local advertisers
6. Radio stations get most of their income from
   (A) Networks
   (B) National and regional advertisers
   (C) Local advertisers
7. Biggest radio audience ever tuned in to a single event was garnered by
   (A) Second Patterson-Johansson fight
   (B) 1959 World Series
   (C) 1960 winter Olympics
8. Top spender in business publications is
   (A) U.S. Steel (B) Du Pont (C) General Electric
9. So far this year the biggest shift in billings among advertising agencies was engineered by
   (A) Pepsi-Cola (B) Shell Oil (C) Chrysler
10. During the last decade our population grew 18%. The 225 cities in the 189 standard metropolitan markets increased
    (A) 8% (B) 18% (C) 28%
11. Although the U.S. has about 6% of the world's population, it owns the following share of the world's passenger cars:
    (A) 11% (B) 33% (C) 66%
12. New York City is the world's busiest center of apparel manufacturing. Next to it comes
    (A) Los Angeles (B) Chicago (C) Miami
13. Chevrolet recently honored the man who sold the country's highest total of new and used cars in one year. The number of sales he made was about
    (A) 100 (B) 1,000 (C) 10,000
14. Of the 11,000 American foundations the largest is
    (A) Duke (B) Rockefeller (C) Ford
15. Recent study among travelers shows that the most important reason for preferring motels to hotels is
    (A) Parking ease (B) No tipping (C) Rates
16. The average outdoor sportsman spends $909 a year on his hobby. Single biggest item is
    (A) Ammunition (B) Clothes (C) Transportation
17. When this man recently retired he left what was described as "the biggest one-man company in the U.S."
    (A) Ernest R. Breech (B) Edward H. Little (C) Stanley Resor
18. "Lucy" is usually found in
    (A) Copy department (B) Art department (C) Accounting department
19. "Carbro" is a term used in
    (A) Transportation advertising
    (B) Duplicating equipment
    (C) Photography
20. "Cartouche" means
    (A) Ornamental design (B) Small cartoon (C) Watercolor

Learning from the Retail Ads . . .

The 'Service-Rendering Copy' Ad

(Mr. Bedell is a consultant in creative advertising and advertising training.)

By Clyde Bedell

This columnist, in serving accounts (all around the world in the last ten years) teaches eternally the basic concept that *all good selling is serving*. At the opposite extreme from this theory are shortcut artists such as the "diploma mills" that sell and thrive by deceiving, along with numerous other corner cutters, not to omit

*The place to find the prosperous

Your advertising dollar buys more high-income readers in NEWSWEEK

- **NEWSWEEK gives you, per ad dollar, 132 readers with household incomes of $10,000 and over. U.S. NEWS & World Report gives you 115. TIME gives you 87.**

- **NEWSWEEK gives you, per ad dollar, 337 readers with household incomes of $7,500 and over. U.S. NEWS & World Report gives you 281. TIME gives you 211.**

NEWSWEEK readers have high incomes because they have heavy responsibilities . . . decision-making positions in business, government and the professions. NEWSWEEK's *complete* news coverage satisfies their broad interests. NEWSWEEK's *fair*, unslanted reporting suits their independent minds. To find and sell these prosperous people most efficiently, the place is NEWSWEEK.

SOURCE: Reading Audience Data—the Sindlinger & Co., Inc., study of the characteristics of the newsweekly magazine reading audience.

The world-wide newsweekly for communicative people.

those who live by using deceptive advertising, and those who—by using weak advertising—fail to serve their prospects and customers as they should, and hence fail to make what they should from advertising.

Imagine what American business would be like if all vendors suddenly desired wholeheartedly to serve their prospects and customers fully, honestly, without reservation. As Americans travel extensively, perhaps no thrill of pride they experience is greater than that coming from recall of some superb American service, when shortcut artists abroad have demeaned business.

▪ To the extent the service idea or motivation augments the profit motive, we have high hopes for the American business future. But if the dishonest shyster and scalawags prevail—and they have seemed on the increase for a long time—we will destroy the economy.

This ad is notable for the service it renders. You may not like the "Smith Brothers" illustration. Or you might have preferred supplementing it with something that says "Furniture." Fortunately the location of the large headline on the page and the almost impossibility of overlooking it, identifies the ad almost at once as a furniture effort. But the service rendered in the copy is the pay-off. I have often wondered why furniture stores, particularly at popular price levels, have not told of the changes that have been thundering through the furniture business.

▪ This copy starts out: "The furniture business has made great strides in the last few years. For many years prior to '42, furniture designs were much the same. You had little to choose from in either design, fabric, or color.

"Today you have many types of furniture from which to choose, and today's furniture incorporates the best of modern miracle fabrics and protective finishes, with beautiful new designs. Contemporary furniture, for example, borrowed freely from other countries, has its own unique contribution to both large and small homes. Both tall and low storage pieces can be lined up with plenty of shelf, door and drawer space. The sleek, graceful lines and colorful fabrics are so much in demand by young moderns."

There is much more. Note then the two modestly set boxes of straight merchandise offerings. These selections include LR, DR, BR furniture and appliances.

▪ The ad might have given more emphasis to *benefits*, but it is a service-rendering, low-keyed ad in a shrill-crying industry. It carries conviction, and it urges action with a warm invitation (which could have been repeated advantageously at the end of the copy).

This excellent ad is the first I have seen on this true keynote of "better taste" and "better styling" in low and middle price lines. It or its prototype, if it wasn't the first, will start a new spate of furniture ads of similar character that will appear clear across the country. No retail field is quicker at copying each other's ads than the furniture field. The man whose picture you see signed the ad, making it a more personal, friendly message that most furniture stores achieve. This gives another justification for the illustration. I congratulate the people who did this. It is good advertising. But at the same time, I lament the fact that merchandising businesses find it necessary to be open on Sunday. #

The Creative Man's Corner . . .

Four Words Plus a Number

It is possible that when a product is little known, the less said about it the better. This is comparable to maintaining silence at a gathering if you have, basically, nothing to say. Maintaining silence, at least, piques curiosity—do you or do you not know anything? Blurting, under such circumstances, may convince the bystanders that you do not know anything.

The use of steins in the illustration of this ad has been, we would assume, quite intentional—and the intent has been to imply that Iron City (a most inappropriate name) has all the flavor and body and feel on the tongue of German beers. But if one decides that, with a little-known product, the less said the better, why use four words (plus a figure) so hackneyed—and typical of advertising at its boastful worst—as "Expert Choice for 100 Years." Expert choice of what experts?

Still, we credit this ad with doing more for Iron City beer than an ad bursting with verbal encomiums. It has a bravado, a confidence, a professional touch. It will, however, we fear, take a lot of ads like this one before the product attains the stature the advertising is intended to achieve for it. #

BIZ QUIZ

1. (B) Net paid ABC figures for first quarter of 1960 are New York News 3,413,340; New York Times 1,371,939; New York Mirror 1,290,036; Chicago Tribune 1,229,396.
2. (C) Based on 20,000-line contracts, national rates in newspapers average 65% more than local rates.
3. (A) In millions of dollars, the figures for 1960's first half advertising volume are Life 70.4; Reader's Digest 17.6; McCall's 14.3.
4. (B) FTC consent orders now forbid publishers to pay discriminatory promotional allowances to favored newsstands.
5. (B) According to NAB, last year the typical tv station got 44% of its income from national and regional business, 29% from local advertisers and 27% from networks.
6. (C) The typical radio station got about 15% of its sales dollar from national and regional business, 85% from local sources and less than 1% from network affiliations.
7. (A) ABC Radio Network figures that 61,000,000 people heard the broadcast of the last heavyweight championship, "biggest figure ever in radio showmanship."
8. (C) GE leads the parade in business publications, having invested over $4,000,000 in this medium last year. (U. S. Steel, $3,837,900, Du Pont, $2,637,000).
9. (C) Chrysler moved about $28,000,000 in agency billings; Pepsi-Cola, $11,500,000, Shell Oil $11,000,000.

Answers to the questions on Page 66.

10. (A) Combined population of 225 leading cities increased 8%, while their suburbs jumped 47% and the 189 areas as a whole grew 24%.
11. (C) Over 66% of the world's automobiles are owned by Americans.
12. (A) Los Angeles claims to be the second-ranking apparel center in the world with over 50,000 people employed in making men's, women's and children's wear.
13. (B) A Chevy salesman in Detroit had a certified total of 929 sales of passenger cars, trucks and used cars.
14. (C) Ford Foundation's assets are over $3 billion. Rockefeller Foundation has $648 million and Duke Endowment $414 million.
15. (A) American Automobile Assn. survey listed public's complaints against hotels in following order: Lack of parking facilities, tipping, and high rates.
16. (C) According to Sports Afield, the outdoorsman spends $307 a year on transportation to his favorite hunting or fishing spot; $46 on clothes for the occasion; $24 on ammunition.
17. (B) Edward H. Little had been the chief operating officer of Colgate-Palmolive Co., the nation's seventh largest advertiser, since 1938.
18. (B) "Lucy" or Camera Lucida is a series of lenses used for tracing art work in an enlarged or reduced size.
19. (C) A carbro is a photographic print in color.
20. (A) A cartouche is an ornamental frame usually oval in shape.

What They Were Saying 25 Years Ago . . .

Henry F. Holtzclaw, professor of commerce, University of Kansas, in his new book, "The Principles of Marketing" (Aug. 5, 1935):

"Women have greater suggestibility than men. They are more receptive. Men are more stubborn and unadaptable. Woman is a clever compromiser in purchasing. She is interested in sales, bargains and reduced prices. Man is rigid in his purchasing psychology and will patronize a clothing merchant or tailor for years or even a lifetime without change."

Gordon W. Allport, professor of psychology at Harvard University, reporting findings of several studies in "the psychology of radio" (AA, Aug. 12, 1935):

"Women's voices are not popular on the air; 95% of our subjects preferred male voices. Men's voices were almost unanimously preferred for matter of fact material, news, politics, weather reports . . . On the whole, the great sin of women broadcasters is judged to be affectation. Especially offensive is the voice of a woman advertising products."

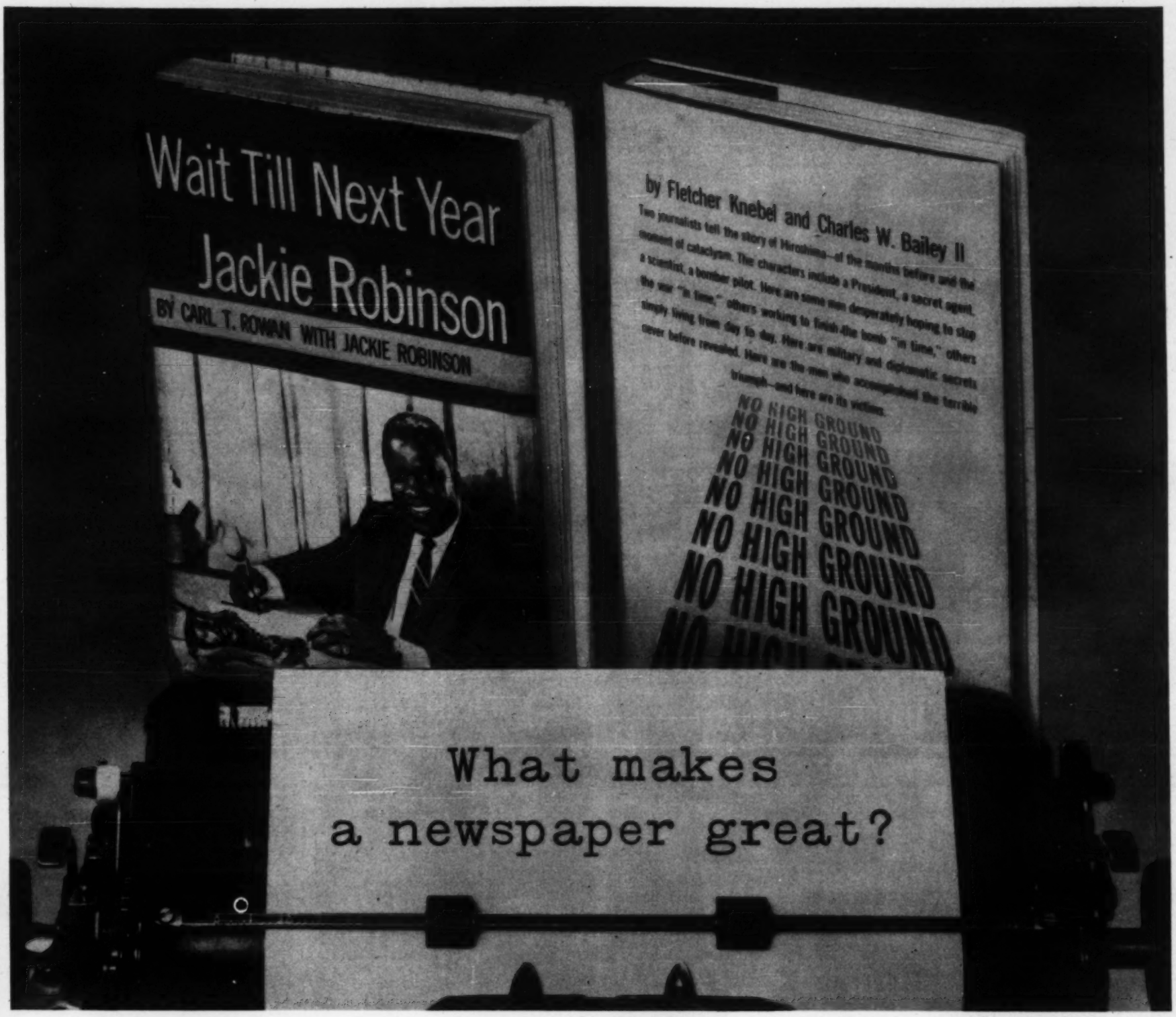
Owens-Illinois Glass Co., Toledo, in a statement on a new throw-away beer bottle (AA, Aug. 12, 1935):

"A package of too small dimension loses appeal just as certainly as did the midget car from England in the automotive field."

Thomas J. Young, of the Philadelphia Daily News, in a letter to the editor (AA, Sept. 9, 1935):

"In your 'Getting Personal' column Aug. 26 we find that 'Dr. John B. Watson, JWT vp and behaviorist, builds barns in his underwear.'

"When will you publish a picture showing at least one barn built in the good doctor's underwear?"



Add two new and important contributions to the growing list of published works by staff writers of the Minneapolis Star and the Minneapolis Tribune.

ROWAN

WAIT TILL NEXT YEAR: The Story of Jackie Robinson ($4.95, Random House). No mere baseball book, this is the absorbing account of the sociological and racial aspects of Robinson's career as the first Negro player in the major leagues. A detailed study of Robinson's transformation from star player to figure of national importance in the Negro's struggle for equality, it has a real depth of feeling. For its author, prize-winning reporter Carl T. Rowan of the Minneapolis Tribune, is a Negro himself.

NO HIGH GROUND ($4.00, Harper & Brothers). For the first time, the full, chronological story of the original atomic bomb is told. Published on the 15th anniversary of Hiroshima, this fast-paced narrative reads like a novel as it details the imagination, scientific accomplishment and organizational ability that went into the bomb's development. A first book for co-authors Fletcher Knebel and Charles W. Bailey of the Minneapolis Star and Tribune's Washington Bureau, it is already hailed by reviewers as "gripping . . . vivid . . . enlightening." The book is based on many hitherto secret documents and records, revealed exclusively to the two Washington-wise reporters.

KNEBEL

Minneapolis Star and Tribune staffers often keep typewriters clattering in their spare time on literary projects of their own. Fourteen books by writers of these Upper Midwest newspapers have appeared in recent years. Two more new volumes will be ready for publication before year-end. Ranging from home-gardening to science-fiction, from an analysis of Asian turmoil to a vivid personal story of 50 years in sports, any one is a reflection of the expert and diverse talents which have won for the Minneapolis Star and the Minneapolis Tribune the regular readership and responsive regard of an entire region: the 3½ state Upper Midwest.

BAILEY

MINNEAPOLIS STAR EVENING

Minneapolis Tribune MORNING & SUNDAY

525,000 COMBINED DAILY · 660,000 SUNDAY

JOHN COWLES, *President*

Copyright 1960, Minneapolis Star and Tribune Co.

© 1960 FAWCETT PUBLICATIONS, INC.

FAWCETT... SALESPOWER IN DEPTH THROUGH EDITORIAL DIRECTION

As the representatives of 11,000,000 people, your Fawcett salesmen can tell you a great deal about why this multitude of men and women has joined the Fawcett bandwagon . . . why they renew their loyalty month after month . . . why 9 out of 10 pay full price for the privilege. Mostly, these salesmen will point out, it's a question of individuality—of individual tastes and enthusiasms that no single "mass" magazine can satisfy. Through its major publications, Fawcett talks directly to the specific interests of at least six specific groups. We call it salespower in depth through editorial direction. We believe you'll call it effective.

WOMAN'S DAY TRUE MECHANIX ILLUSTRATED MOTION PICTURE TRUE CONFESSIONS CAVALIER

August Pages and Linage in Consumer Magazines

Current and Year-to-Date Figures for U.S., Canadian and Foreign Publications Reporting to Advertising Age

Weeklies, Bi-Weeklies, Semi-Monthlies (July)

	Pages				Lines			
	July	July	Jan.-July	Jan.-July	July	July	Jan.-July	Jan.-July
†Commonweal	9.5	10.2	122.6	128.0	3,990	4,264	51,492	52,840
††Cue	74.3	52.8	520.8	458.3	31,889	22,665	223,432	196,619
Down Beat	46.7	31.7	314.4	303.2	19,614	13,314	132,048	125,748
††Grit	18.2	20.2	170.4	194.0	18,204	20,232	170,361	193,998
Life	192.2	214.7	1,950.6	1,999.5	130,726	146,027	1,326,462	1,359,757
Look	107.9	99.4	895.0	749.7	73,379	67,558	608,593	509,776
Newsweek	184.8	179.3	1,698.9	1,695.5	77,616	75,306	713,538	712,110
††§New Yorker	219.9	188.8	2,780.5	2,519.3	94,356	81,008	1,192,826	1,080,803
#National	215.7	182.7	2,723.0	2,455.7	92,529	78,381	1,168,158	1,053,495
#Sectional	15.2	21.9	204.3	222.6	6,527	9,383	87,651	95,501
Presbyterian Life	7.8	10.1	87.6	100.6	3,285	4,243	36,876	42,303
‡‡The Reporter	15.0	14.2	230.8	136.3	6,301	5,964	96,959	57,252
††Saturday Evening Post	192.8	148.3	1,728.5	1,555.9	131,117	100,818	1,175,408	1,058,041
††Saturday Review	51.0	39.7	633.4	622.5	21,423	16,692	265,992	261,409
|||Sporting News	27.5	38.0	133.0	177.9	29,825	41,187	144,289	192,913
‡*Sports Illustrated	99.9	85.2	1,182.4	872.1	41,995	36,958	454,661	378,473
Time	176.0	161.0	1,772.3	1,652.3	73,918	67,606	744,378	693,959
††TV Guide	46.3	35.9	375.3	330.8	8,417	6,528	68,286	60,185
U. S. News & World Report	175.5	153.3	1,679.7	1,520.8	73,710	64,386	705,474	638,736
Total Group	1,645.3	1,482.8	16,276.2	15,016.7	839,765	774,756	8,111,075	7,614,922

#Not included in totals. §Total represents national advertising plus sectional at reduced decimal equivalent. *These figures adjusted for and including regional space. ‡Changed from 429-line page to 420-line page January 1960. †Two issues July 1960; three issues July 1959. ††Five issues July 1960; four issues July 1959. ‡‡One issue July 1960; two issues July 1959. \|\|\|Four issues July 1960; five issues July 1959.

	Pages				Lines			
	Aug. 1960	Aug. 1959	Jan.-Aug. 1960	Jan.-Aug. 1959	Aug. 1960	Aug. 1959	Jan.-Aug. 1960	Jan.-Aug. 1959
Women's								
†Bride & Home	—	—	328.0	231.5	—	—	207,377	146,452
°†Bride's Magazine	—	—	570.9	557.9	—	—	360,809	352,593
Everywoman's Family Circle	35.7	32.0	372.4	334.0	15,315	13,728	159,759	143,286
Good Housekeeping	65.4	78.0	682.5	767.0	28,050	33,480	292,802	329,051
Ladies' Home Journal	60.9	66.8	603.5	687.6	41,443	45,447	410,391	467,544
McCall's	75.3	53.2	670.2	485.5	51,188	36,171	455,752	330,146
††Modern Bride	—	—	410.3	425.5	—	—	259,291	268,922
§Parents' Magazine:								
National Edition	51.6	53.8	493.7	451.2	22,157	23,058	211,800	193,546
Metropolitan New York Ed.	57.8	56.6	544.7	493.0	24,775	24,287	233,616	211,470
Pacific Mountain Edition	53.0	56.5	506.0	470.1	22,732	24,217	217,044	201,625
Seventeen	244.2	218.2	974.2	885.5	166,033	148,378	662,479	602,130
*Woman's Day	27.3	28.4	306.1	287.7	11,712	12,184	131,303	123,436
The Workbasket	36.8	33.6	290.7	294.1	7,221	6,579	56,981	57,649
Total Group	708.0	677.1	6,753.2	6,370.6	390,626	367,529	3,659,404	3,427,850
General								
American Forests	24.8	15.7	142.1	112.3	10,416	6,594	59,682	47,116
American Legion	11.4	15.9	114.6	127.8	4,792	6,695	48,141	53,702
Argosy	19.7	21.4	146.0	172.6	8,471	9,192	62,638	73,023
Atlantic	34.1	20.5	334.9	272.1	14,328	8,603	140,680	114,340
Christian Herald	21.7	22.7	243.3	256.3	9,340	9,774	104,561	109,973
Columbia	7.9	9.8	72.8	85.9	3,335	4,115	30,591	36,110
Coronet	39.0	36.0	442.0	362.5	7,020	6,480	79,560	65,250
Cosmopolitan	24.9	23.5	192.2	189.3	10,692	10,076	82,465	81,219
Ebony	66.4	73.2	602.8	609.6	45,165	49,784	409,966	414,573
Elks Magazine	9.1	10.8	98.1	93.5	3,904	4,627	42,341	41,552
†Esquire	38.1	40.1	558.9	495.1	25,603	26,947	375,581	332,707
Extension	14.2	11.6	115.8	110.9	9,751	7,994	79,703	76,320
Flying	45.0	46.5	431.0	385.7	18,917	19,517	181,024	161,990
††Golf Digest	28.9	24.0	234.5	192.1	5,655	4,904	51,261	39,182
Gourmet	18.6	18.8	227.2	219.1	7,972	8,051	97,447	92,913
Harper's Magazine	29.3	20.5	311.4	246.1	12,344	8,634	130,812	103,400
High Fidelity	40.9	47.7	460.6	543.3	17,178	20,034	193,452	228,186
‡Hi Fi/Stereo Review	23.2	30.6	302.9	330.7	9,723	12,839	127,231	138,877
Holiday	51.7	42.6	812.6	711.8	35,168	28,974	552,558	484,007
Hot Rod	54.4	43.3	363.8	282.9	22,848	18,200	152,726	118,860
Improvement Era	18.2	22.6	197.3	190.5	7,657	9,511	82,852	80,009
Kiwanis Magazine	6.0	8.0	56.2	60.3	2,349	3,341	23,431	25,348
Lion Magazine	8.3	9.0	68.2	68.5	3,535	3,834	29,051	29,178
Motor Boating	94.2	96.7	1,304.4	1,195.0	55,431	56,914	766,995	702,685
Motor Life	14.7	22.7	129.5	161.0	6,174	9,534	54,404	67,610
Motor Trend	20.9	29.9	191.4	218.3	8,792	12,572	80,430	90,470
National Geographic Magazine	27.9	19.4	382.6	328.8	6,584	4,462	90,653	77,800
Playboy	26.3	23.8	185.1	159.0	11,052	9,993	77,750	66,783
Popular Boating	49.3	47.3	754.6	673.2	28,959	27,789	443,681	395,812
Popular Photography	61.8	62.5	558.4	564.5	25,960	26,246	234,528	237,069
Promenade	13.5	12.7	141.2	134.9	5,808	5,435	60,595	57,862
Reader's Digest	43.6	54.0	545.2	597.0	7,942	9,828	99,228	108,654
Redbook	33.1	29.2	300.0	257.0	14,187	12,520	128,689	110,249
Road & Track	28.0	23.3	255.2	205.2	11,760	9,786	107,184	86,184
Rotarian	3.3	5.4	53.8	68.3	1,384	2,253	22,582	28,667
Sports Cars Illustrated	35.3	28.3	303.9	210.6	14,805	11,882	127,634	88,465
Today's Health	20.9	25.8	168.7	204.2	8,975	11,086	72,456	88,570
Together	7.5	6.7	74.1	81.0	3,207	2,913	31,821	34,974
Town & Country	46.5	44.5	525.2	479.1	29,461	28,173	332,670	302,810
True	19.7	23.1	206.3	237.2	8,465	9,909	88,521	101,761
V. F. W. Magazine	10.5	11.4	80.3	89.6	4,395	4,807	33,722	37,620
Yachting	97.0	86.4	1,189.7	1,056.3	57,036	50,803	699,544	621,104
Total Group	1,289.8	1,267.9	13,878.8	13,039.1	606,540	595,625	6,690,841	6,252,984

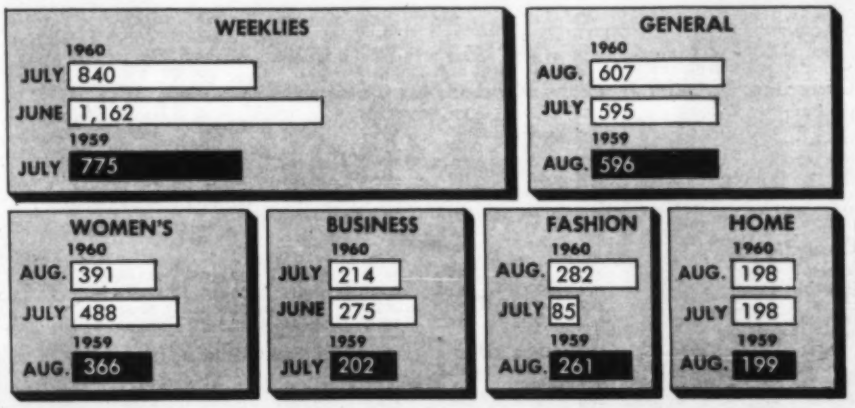
NOTE: American Artist, Grade Teacher and Instructor not published July or August; next issues September. †Total represents national advertising plus sectional at reduced decimal equivalent. ††Changed from 204-line page to 196-line page March 1960. ‡Formerly Hi Fi Review.

	Pages				Lines			
	Aug. 1960	Aug. 1959	Jan.-Aug. 1960	Jan.-Aug. 1959	Aug. 1960	Aug. 1959	Jan.-Aug. 1960	Jan.-Aug. 1959
Home								
American Home	32.4	37.5	312.9	364.6	20,486	23,730	197,727	230,409
Antiques	54.1	49.5	490.6	464.8	15,905	14,553	144,236	136,649
†Better Homes & Gardens	44.6	52.0	655.1	675.0	28,157	32,842	414,002	426,605
Flower & Garden	18.0	21.8	304.4	261.9	7,546	9,166	127,850	109,982
Flower Grower	20.0	26.1	401.9	421.5	8,388	10,949	168,808	177,044
House & Garden	37.9	27.4	553.8	454.9	23,963	17,309	349,989	287,509
House Beautiful	45.6	40.3	677.2	664.5	28,825	25,473	428,000	419,952
†Living for Young Homemakers	28.2	33.0	462.1	458.0	17,796	20,841	292,023	289,468
Popular Gardening	23.6	27.2	393.2	387.2	9,915	11,409	165,151	162,638
Sunset Magazine	88.5	77.4	1,045.8	910.9	37,157	32,517	439,221	382,595
Total Group	392.9	392.2	5,296.7	5,063.3	198,138	198,789	2,727,007	2,622,851
Fashion								
*†Glamour	124.2	93.5	728.7	547.8	53,272	40,105	312,608	295,013
Harper's Bazaar	60.8	57.2	627.4	594.8	38,526	36,178	396,542	376,076
†Mademoiselle	247.6	237.4	732.5	657.4	106,226	101,837	314,254	282,028
Vogue	133.4	130.9	1,029.6	858.7	84,310	82,717	650,676	542,673
Total Group	566.0	519.0	3,118.2	2,658.7	282,334	260,837	1,674,080	1,435,790
Movie-Romance-Radio-TV								
†Dell Modern Group:								
Modern Romances	26.8	26.2	205.3	208.0	10,498	11,223	88,074	89,208
Modern Screen	19.8	16.2	134.8	138.0	8,512	6,968	57,841	59,162
Screen Stories	16.3	15.4	114.1	114.1	7,012	6,625	48,961	48,940
Fawcett Women's Group:								
Motion Picture	14.5	14.0	114.4	115.1	6,225	6,001	49,083	49,389
True Confessions	20.1	20.0	182.5	182.8	8,638	8,571	78,292	78,436
Hillman Romance Group	2.6	4.8	30.6	34.5	1,134	2,089	13,293	14,941
Hillman Women's Group	18.5	19.9	153.8	138.7	7,948	8,559	66,182	59,674
Ideal Women's Group:								
Intimate Story	31.0	27.1	196.8	175.2	13,304	11,667	84,441	75,174
Movie Life	29.9	29.2	191.0	175.5	12,857	12,540	81,944	75,296
Movie Star TV Close-Ups	29.9	29.1	195.4	173.2	12,857	12,498	83,864	74,328
Personal Romances	31.2	27.3	197.9	176.5	13,388	11,692	84,888	75,728
TV Star Parade	27.3	26.3	167.3	153.5	11,750	11,298	71,784	65,862
Secrets Romance Group:								
Revealing Romances	18.8	21.6	151.5	159.1	8,055	9,247	65,001	68,257
Confidential Confessions	18.8	21.2	151.5	146.4	8,055	9,083	64,987	62,817
Daring Romances	18.8	21.2	151.5	140.1	8,055	9,083	64,987	60,278
Secrets	18.8	21.5	151.5	159.1	8,055	9,247	65,001	68,243
True Story Women's Group:								
Photoplay	24.4	21.9	190.9	233.0	10,457	9,382	81,884	99,943
True Experience	12.6	15.9	105.3	125.2	5,412	6,813	45,187	53,725
True Love Stories	14.5	16.7	106.5	126.4	6,200	7,151	45,702	54,231
True Romance	12.6	17.0	104.7	127.3	5,398	7,288	44,909	54,607
True Story	43.7	40.2	394.8	419.3	18,765	17,242	169,372	179,884
TV-Radio Mirror	10.6	15.7	85.2	107.9	4,544	6,719	36,554	46,268
Total Group	461.5	468.4	3,477.3	3,528.9	197,119	200,986	1,492,231	1,514,391

NOTE: Figures for each publication in the Fawcett, Ideal and True Story groups include all advertising carried by the group as a whole PLUS additional advertising carried by each individual publication. †No January 1959 issues.

Magazine Linage Trend

Figures in thousands



§*Business (August)*

Dun's Review & Modern Industry	49.0	53.2	619.9	614.2	20,584	22,348	260,375	257,969
Fortune	140.2	103.5	1,430.7	1,193.7	88,638	65,412	904,234	754,450
Management Methods	48.5	37.2	414.1	344.7	20,370	15,624	173,922	144,774
Nation's Business	38.9	25.9	445.1	387.3	16,320	10,894	186,897	162,693
Total Group	276.6	219.8	2,909.8	2,539.9	145,912	114,278	1,525,428	1,319,886

§Because current month linage figures for several publications are not yet available this group is broken into an August and a July section.

	Pages				Lines			
	July 1960	July 1959	Jan.-July 1960	Jan.-July 1959	July 1960	July 1959	Jan.-July 1960	Jan.-July 1959
Business (July)								
Barron's	50.1	62.0	515.5	564.4	32,885	40,676	338,192	370,240
†Business Week	362.4	309.3	2,891.6	2,651.5	152,221	129,910	1,214,468	1,113,613
‡Financial World	24.3	33.1	313.0	361.0	10,195	13,903	131,471	151,640
Forbes	45.4	40.6	419.4	414.4	19,066	17,051	176,135	174,042
Total Group	482.2	445.0	4,139.5	3,991.3	214,367	201,540	1,860,266	1,809,535

†Five issues July 1960; four issues July 1959. ‡Four issues July 1960; five issues July 1959.

	Pages				Lines			
	Aug. 1960	Aug. 1959	Jan.-Aug. 1960	Jan.-Aug. 1959	Aug. 1960	Aug. 1959	Jan.-Aug. 1960	Jan.-Aug. 1959
Farm Magazines								
Farm & Ranch—Southern Agriculturist: (mon)								
#Southeastern Edition	24.7	23.8	267.5	283.5	10,578	10,203	114,771	121,633
#Southwestern Edition	25.1	26.1	277.6	285.8	10,780	11,181	119,089	122,611
Average 2 Editions	24.8	24.5	271.4	284.2	10,656	10,506	116,452	121,936
Farm Journal: (mon)								
#Central Edition	59.9	69.9	673.2	666.3	25,704	30,000	288,785	285,856
#Eastern Edition	43.6	59.9	558.0	608.7	18,698	25,708	239,383	261,117
#Southeastern Edition	40.6	55.3	463.5	528.8	17,411	23,708	198,825	226,875
#Southwestern Edition	40.3	55.3	471.1	528.8	17,268	23,708	202,116	226,875
#Western Edition	50.2	63.6	569.6	646.4	21,557	27,284	244,373	277,295
Average 5 Editions	46.9	62.2	547.1	612.6	20,128	26,675	234,696	262,786
Progressive Farmer: (mon)								
#Carolina-Va. Edition	43.0	49.0	581.1	593.0	29,251	33,343	395,141	403,203
#Ga.-Ala.-Fla. Edition	45.1	49.9	583.4	590.4	30,682	33,919	396,726	401,452
#Ky.-Tenn.-W. Va. Edition	43.7	45.1	543.4	551.2	29,707	30,698	369,525	374,793
#Miss.-La.-Ark. Edition	44.6	50.2	536.6	565.9	30,313	34,108	364,868	384,783
#Texas Edition	45.2	50.4	556.6	583.7	30,726	34,295	378,531	396,903
Average 5 Editions	44.3	48.9	560.2	576.8	30,136	33,273	380,958	392,228
Successful Farming (mon)	49.4	62.8	562.4	609.6	22,225	28,270	253,102	274,331
Total Group	165.4	198.4	1,941.1	2,083.2	83,145	98,724	985,208	1,051,281

#Not included in totals.

Youth								
American Girl	39.3	34.2	193.6	195.4	16,873	14,697	83,037	83,829
Boys' Life	16.8	17.2	213.1	218.3	11,392	11,668	144,898	148,477
'Teen	17.1	8.1	122.8	49.3	7,196	3,402	51,548	20,762
Total Group	73.2	59.5	595.5	463.0	35,461	29,767	279,483	253,068
Mechanics & Science								
Mechanix Illustrated	48.1	54.9	516.9	544.6	10,765	12,304	115,777	121,986
Popular Electronics	37.4	53.7	382.2	440.7	8,366	12,033	85,615	98,726
Popular Mechanics	78.9	83.2	830.2	884.2	17,682	18,632	185,973	198,052
Popular Science	66.2	73.1	750.6	780.8	14,819	16,366	168,122	174,884
†Science & Mechanics	62.8	60.7	304.2	322.3	14,062	13,604	68,148	72,203
Total Group	293.4	325.6	2,784.1	2,972.6	65,694	72,939	623,635	665,851

NOTE: Child Life not published July or August; next issue September. Scholastic Magazine not published June, July or August; next issue September. Scholastic Roto not published June, July, August or September; next issue October.

†Published bi-monthly; figures shown are for August issue.

Outdoor & Sport								
American Rifleman	56.2	57.3	385.3	395.7	24,114	24,598	165,315	169,789
Field & Stream	52.0	62.1	540.1	603.8	22,320	26,644	231,729	259,035

(Continued on Page 72)

	Pages				Lines			
	Aug. 1960	Aug. 1959	Jan.-Aug. 1960	Jan.-Aug. 1959	Aug. 1960	Aug. 1959	Jan.-Aug. 1960	Jan.-Aug. 1959
Fur-Fish-Game	15.3	16.0	169.4	175.8	6,569	6,856	72,673	75,471
Guns	31.2	26.4	195.8	170.3	13,385	11,326	83,999	73,059
Outdoor Life	46.7	45.6	525.8	558.9	20,019	19,548	225,552	239,722
Sports Afield	39.6	50.7	451.0	518.3	16,984	21,845	193,473	222,398
Total Group	241.0	258.1	2,267.4	2,422.8	103,391	110,817	972,741	1,039,474
Detective & Fiction								
Cavalier	12.9	17.8	169.2	134.4	5,538	7,629	72,583	57,657
Dell Men's Group	11.1	12.6	92.5	95.1	4,756	5,425	39,647	40,839
Total Group	24.0	30.4	261.7	229.5	10,294	13,054	112,230	98,496
Newspaper Sections (I)								
(Nationally distributed with Sunday newspapers)								
†The American Weekly	17.4	29.1	196.3	296.7	14,806	24,742	166,816	252,154
†Family Weekly	30.0	33.8	297.1	358.1	26,268	28,672	252,438	304,407
†Parade	36.9	43.1	417.1	499.4	31,334	36,593	354,540	424,538
†This Week Magazine	41.3	65.5	530.3	584.9	35,119	55,672	450,744	497,151
Total Group	126.5	171.5	1,440.8	1,739.1	107,527	145,679	1,224,538	1,478,250

†Four issues August 1960; five issues August 1959.

	Pages				Lines			
	Aug. 1960	Aug. 1959	Jan.-Aug. 1960	Jan.-Aug. 1959	Aug. 1960	Aug. 1959	Jan.-Aug. 1960	Jan.-Aug. 1959
Newspaper Sections (II) (July)								
(All other newsaaper sections)								
†Chicago Tribune Magazine	160.9	105.3	1,182.7	1,053.9	136,810	89,496	1,005,303	895,774
†New York Times Magazine	127.6	88.7	1,879.1	1,563.6	108,501	75,384	1,597,263	1,329,059
†Philadelphia Inquirer	84.8	74.4	849.6	925.6	72,082	63,264	722,223	786,765
Total Group	373.3	268.4	3,911.4	3,543.1	317,393	227,144	3,324,789	3,011,598

†Five issues July 1960; four issues July 1959.

	Pages				Lines			
	Aug. 1960	Aug. 1959	Jan.-Aug. 1960	Jan.-Aug. 1959	Aug. 1960	Aug. 1959	Jan.-Aug. 1960	Jan.-Aug. 1959
Comics Magazines								
American Comics Group	7.0	7.0	56.0	56.0	2,646	2,646	21,168	21,168
Archie Comic Group	7.3	7.5	28.5	28.8	2,775	2,815	10,776	10,886
Harvey Comics Group	8.0	9.0	65.0	66.0	3,024	3,402	24,570	24,948
National Comics Group:								
Blue Unit	5.5	7.5	39.5	48.5	2,079	2,835	14,931	18,333
Red Unit	5.0	8.0	40.0	50.5	1,890	3,024	15,120	19,089
Total Group	32.8	39.0	229.0	249.8	12,414	14,722	86,565	94,424
Canadian National Weekend Newspapers (Rotogravure Linage)								
‡La Patrie	7.3	27.9	156.5	323.6	6,601	25,075	140,973	291,240
‡La Presse	68.4	84.4	628.9	642.9	61,583	75,995	566,031	578,615
†Perspectives	45.7	—	514.6	—	44,571	—	501,770	—
‡Star Weekly	60.1	75.7	672.9	696.0	52,606	66,201	588,803	609,027
‡Weekend Magazine	61.4	86.4	701.5	793.4	59,833	84,297	683,949	773,642
Total Group	242.9	274.4	2,674.4	2,455.9	225,194	251,568	2,481,526	2,252,524

†First published Sept. 12, 1959. ‡Four issues August 1960; five issues August 1959.

	Pages				Lines			
	Aug. 1960	Aug. 1959	Jan.-Aug. 1960	Jan.-Aug. 1959	Aug. 1960	Aug. 1959	Jan.-Aug. 1960	Jan.-Aug. 1959
Canadian								
†Canadian Homes	21.9	25.3	289.4	283.3	14,890	17,216	196,790	192,616
Chatelaine	46.1	50.6	483.5	456.7	31,335	34,404	328,791	310,547
Liberty	21.0	27.0	191.7	202.4	9,009	11,583	82,229	86,820
‡Maclean's	46.4	71.8	564.2	578.5	31,584	48,846	383,678	393,357
Reader's Digest:								
English Edition	60.3	61.3	721.8	658.5	10,966	11,148	131,359	119,847
French Edition	61.0	63.0	752.8	754.3	11,102	11,466	137,001	137,274
Revue Populaire	16.3	14.3	175.6	132.2	11,419	10,003	122,631	92,566
‡Samedi	14.6	21.4	122.8	138.4	10,259	14,977	86,070	96,935
#Saturday Night	31.0	25.8	284.2	264.2	13,020	10,836	119,364	110,964
#Time-Canadian	125.1	101.1	1,050.3	957.9	52,885	42,805	441,105	402,255
Total Group	287.6	334.7	3,301.8	3,204.3	130,564	159,643	1,468,549	1,429,962

NOTE: Revue Moderne discontinued publication with June 1960 issue. Effective October 1960 it will be published as French edition of Chatelaine. †Formerly Canadian Homes & Gardens. #Not included in totals; as August figures were unavailable as this issue went to press July figures are shown. ‡Two issues August 1960; three issues August 1959.

	Pages				Lines			
	Aug. 1960	Aug. 1959	Jan.-Aug. 1960	Jan.-Aug. 1959	Aug. 1960	Aug. 1959	Jan.-Aug. 1960	Jan.-Aug. 1959
§Foreign (August)								
*Hablemos	15.8	16.6	158.0	124.7	13,272	13,986	132,594	104,790
Popular Mechanics:								
Popular Mekanik (Danish)	12.0	15.5	162.5	149.0	2,688	3,472	36,400	33,376
†PM (Dutch Edition)	7.0	—	70.8	—	1,568	—	15,859	—
Mecanique Populaire (French)	13.8	17.5	196.9	212.7	3,091	3,920	44,105	47,644
Populare Mechanik (German)	3.3	3.3	34.3	37.8	739	739	7,688	8,473
Popular Mekanik (Swedish)	7.0	9.0	80.5	67.5	1,568	2,016	18,032	15,120
‡Mecanica Popular (Latin America):								
Brazil (Portuguese)	20.5	—	156.0	—	4,592	—	34,944	—
Mexican-Caribbean (Spanish)	22.2	—	198.6	—	4,970	—	34,450	—
So. Hemisphere (Spanish)	14.8	—	109.8	—	3,318	—	24,600	—
Total Group	116.4	61.9	1,167.4	591.7	35,806	24,133	348,672	209,403

§Because current month linage figures for several publications are not yet available this group is broken into an August and a July section. †First published January 1960. ‡Editions first published January 1960. *Four issues August 1960; five issues August 1959.

	Pages				Lines			
	July 1960	July 1959	Jan.-July 1960	Jan.-July 1959	July 1960	July 1959	Jan.-July 1960	Jan.-July 1959
Foreign (July)								
Life International	78.2	69.3	560.2	488.6	53,210	47,175	380,970	332,350
†Life En Espanol	33.2	46.4	271.1	368.4	22,610	31,620	184,365	250,580
‡Caribbean Edition	57.6	—	468.3	—	39,270	—	318,495	—
	(17.6)	—	(144.0)	—	(12,070)	—	(97,920)	—
Ex-Mexico Edition	40.0	47.0	324.3	371.2	27,200	31,960	220,575	252,450
	(6.6)	(.4)	(53.2)	(2.6)	(4,590)	(340)	(36,210)	(1,890)
Mexican Edition	57.4	59.0	431.5	415.0	39,100	40,120	293,505	282,200
	(24.2)	(12.4)	(160.4)	(46.4)	(16,490)	(8,500)	(109,140)	(31,620)
Newsweek:								
Pacific Edition	81.0	68.2	720.3	551.6	34,020	28,602	303,020	231,677
European Edition	83.7	67.8	563.9	530.6	35,154	28,476	237,728	222,866
Reader's Digest:								
Arabic	31.5	26.5	256.0	218.0	5,166	4,346	41,984	35,752
Argentine	65.0	58.5	355.0	329.0	11,830	10,647	64,610	59,878
Australian	69.5	58.8	473.5	445.8	12,649	10,693	86,177	81,127
Austrian	57.0	54.0	437.0	408.0	10,375	9,828	79,534	74,256
Belgian	39.0	28.0	344.5	283.5	6,825	4,900	60,288	49,613
Brazilian	95.0	87.5	553.5	560.0	16,625	15,313	96,863	98,000
British	72.5	69.5	556.0	480.0	13,485	12,927	103,416	89,280
Caribbean	50.0	49.0	445.5	382.5	9,100	8,918	81,081	69,615
Danish	31.0	27.5	268.0	269.8	5,270	4,676	45,560	45,858
Dutch	37.0	43.5	410.0	292.5	6,734	7,917	74,620	53,235
Finnish	21.0	13.0	179.0	143.0	3,822	2,418	33,294	28,598
French	104.7	73.0	839.5	713.0	18,317	12,775	146,913	124,775
French-Swiss	26.3	20.0	200.0	159.0	4,600	3,500	35,000	27,825
German	79.0	80.0	747.0	715.0	14,378	14,560	135,954	130,130
German-Swiss	29.0	22.0	241.3	185.0	5,278	4,004	43,922	33,670
Iberian	77.0	67.0	528.0	514.5	14,014	12,194	96,096	93,639
Indian	46.0	47.0	344.0	360.0	8,372	8,554	62,608	65,880
Italian	63.5	52.5	543.5	482.5	10,922	9,030	93,482	82,990
Japanese	41.0	37.5	251.5	246.5	6,888	6,300	42,252	41,412
Mexican	38.0	43.5	308.0	317.0	6,916	7,917	56,056	57,694
New Zealand	40.0	17.0	237.5	158.0	7,280	3,094	43,225	28,756
Norwegian	29.0	29.5	298.0	293.5	4,930	5,015	50,660	49,895
Overseas Military	33.0	34.0	276.0	256.0	6,006	6,188	50,232	46,592
South African	67.0	64.5	517.0	489.0	11,993	11,546	92,543	87,531
Southern Hemisphere	18.5	16.0	144.5	133.0	3,367	2,912	26,299	24,206
Swedish	43.5	21.5	386.5	315.5	8,091	3,999	77,889	58,683
Time International:								
Time-Atlantic	125.0	95.9	902.5	783.9	52,500	40,215	379,015	329,175
Time-Latin American	86.8	87.1	652.2	687.1	36,400	36,925	273,910	288,925
Time-Pacific	100.0	76.3	692.1	635.0	42,000	32,025	291,025	266,700
Vision:								
Visao (Portuguese Edition)	168.0	140.0	1,030.3	1,012.2	70,560	58,800	432,740	425,110
Mexican Edition	22.7	26.3	142.8	132.7	9,520	11,060	59,990	55,720
Spanish Edition	113.5	108.3	591.0	546.7	47,670	45,500	248,220	229,635
Total Group	2,244.5	1,939.2	16,604.3	14,935.4	670,027	573,409	4,855,111	4,305,138

†Figures in parentheses are regional advertising only and are included in group totals. Other figures shown for Life En Espanol editions are not included in group totals. ‡First published January 1960.

General Foods Merges S.O.S., Perkins Divisions

Two Chicago-based divisions of General Foods Corp.—S.O.S. and Perkins—have been merged into a single division called Perkins-S.O.S. Edmund F. Fitzmaurice heads the division as general manager. He formerly held the same position with Perkins. M. R. Bohm, formerly product manager on Maxwell House and Bliss coffees in White Plains, N. Y., has been shifted to Chicago as marketing director of the new division.

S.O.S., acquired by GF in 1957, markets S.O.S. scouring pads and other cleanser products. Perkins markets Kool-Aid and Good Seasons salad dressing mixes. All of these products are handled by Foote, Cone & Belding. New food products have been assigned to Young & Rubicam (which formerly handled the same job for the Perkins division) and new non-food products have been assigned to Ogilvy, Benson & Mather (which formerly served the S.O.S. division in this capacity).

Professional Photographers to Launch Push in January

Professional Photographers of America, Milwaukee, will launch the first phase of its 10 year campaign to popularize portrait photography in January. Called the "Seven Ages of Childhood," the campaign will emphasize seven ages most effective for photographing children. Advertising materials available for local placement by individual studios include newspaper ad mats, a package of transcribed spot announcements and program music lists for am and fm radio, filmed tv spots, and color films for motion picture screen advertising and outdoor.

SAA Names Bennett

South African Airways, which operates daily flights between Johannesburg and London, has appointed Victor A. Bennett Co., New York, to handle its advertising in the U.S. British Overseas Airways Corp., another Bennett account, is the general sales agent for the airline in this country.

Stone Joins Lennen & Newell

Donald H. Stone, formerly a copy supervisor with Grey Advertising Agency, has joined the copy department of Lennen & Newell, New York.

Radio Switch Names Martin

Radio Switch Corp. has appointed George Homer Martin Associates, Newark, to handle its advertising in the communications and general electronics industry.

Warner Joins Avery-Knodel

Charles Warner, formerly with WTOP-TV, Washington, has joined the New York tv sales staff of Avery-Knodel, station representative. Avery-Knodel also has named Allen Long, previously with Dancer-Fitzgerald-Sample, to its tv sales staff.

Consult THE MIDWEST'S FASTEST GROWING PRINTING HOUSE FOR

- Creative art work
- Fine color offset lithography
- Quality letterpress printing
- Four-color separations
- Publications "know-how"
- Complete mailing service
- Mats, stereos and electros
- Complete bindery

AND NOW High Speed Four-Color Web Offset

Write, Wire, Phone

Nebraska Farmer Company

Out of the "high-rent" district at

1420 P STREET LINCOLN, NEBRASKA

South Bend Sets a Good Table

"Better Meals Build Better Families." Families in this 7-county market proved this last year with $185 million food sales. Reach more of these high income households with a Tribune schedule. Write for free market data book.

South Bend families can afford it. Average household income of $7,553 is the highest in the state; outstrips the runner-up, Gary-Hammond-East Chicago, by a substantial $498. Families in this 7-county ABC trading zone spent $185 million to set their tables last year.

Local food retailers closed ranks last fall behind The Tribune co-ordinated "Better Meals" promotion. An even stronger campaign is planned for 1960. And The South Bend Tribune spurs table sales every week of the year with its well-read Thursday food section.

Back your brand in this affluent market with a Tribune schedule. Only The Tribune gives your story 100% city coverage; 92.2% in the Metro area; 62.4% in the 7-county trading zone.

The South Bend Tribune

Franklin D. Schurz, Editor and Publisher • Story, Brooks & Finley, Inc. National Representatives

QUANTITY

Photos Sell

MODELS

They couldn't mail a Model, so they sent a glossy photo. If *you* can't send your product, send a photo.

8 x 10 GLOSSY PHOTOS 9½¢ EACH (in lots of 100)

QUANTITY Photos will sell for you, because they are QUALITY Photos.

8 x 10 GLOSSY PHOTO PRICE LIST

Number	12	25	50	100
Price ea.	20c	15c	12c	9½c

Write for complete Price Catalog

QUANTITY PHOTO CO.

119 W. Hubbard St. • Chicago 10, Ill.

Telephone SU 7-8288

SELL THE MARKET OF THE 60'S RIGHT NOW

CAMPAIGN in LIFE

Postal Service 'Deteriorated, Getting Worse,' Union Chief Charges in Book

WASHINGTON, Aug. 16—A postal union chief has written a book charging that under Postmaster General Arthur E. Summerfield "postal service has deteriorated and is getting worse every day."

The author is William C. Doherty, president of the National Assn. of Letter Carriers, and a vp of AFL-CIO. The book is "Mailman, U.S.A.," to be published Aug. 22 by David McKay Co., New York ($3.95).

The book is notable for its frankness and for its contributions to the history of past postal pay and postal rate battles in Congress. It manages to report in a footnote the latest success of the letter carriers in achieving a pay raise last month over a Presidential veto.

■ Mr. Doherty's two chapters devoted primarily to Mr. Summerfield are titled, "The Tragedy of King Arthur" and "The Vanity of Human Wishes." They detail the congressional and administrative battles of the past seven and one-half years.

The author states: "Future historians will find the Summerfield administration of the postal establishment an enigma. Certainly Arthur Summerfield has been the most controversial Postmaster General in our history, and were it not for some fatal flaws in his personal and political philosophy, he might well have become the best.

"The things that have been commendable in his administration have been almost incredibly good, and the things that have been reprehensible have been horrible."

Mr. Doherty charges the Postmaster General with "wild and indiscriminate slugging, with a touch of gouging thrown in for good measure." He alludes to his "publicly peacocking" at the expense of his employes.

■ The writer also comments on the Summerfield lobbying tactics, saying: "A choleric man at times, he has been much given to picking up the phone and ferociously bawling out senators and congressmen who, he felt, were not cooperating with his program of the moment."

The book claims: "Many of Summerfield's proposed reforms have been hamstrung because of the active dislike he has incurred on the Hill. Few cabinet officers in history have aroused as much congressional indignation as he has and this widespread disapproval has been ruinous to his hopes.

"His knee-in-the-groin approach to diplomacy has been a complete failure in the Congress and, according to informed sources, has caused concern even in the White House."

The union chief enters a strong dissent against Post Office claims of improved service: "Summerfield has made a lot of eloquent statements about the improvements that have been made in the service during his administration, but by and large he is flying in the face of the facts when he does so.

"The postal service has deteriorated during his administration and is getting worse each day. The indignation of the public is mounting. I know what I am talking about when I say this because it is to the letter carriers that the patrons usually complain."

■ Mr. Doherty contributes a footnote to history by rendering an inside report of the controversy over the 1958 bill to raise postal pay and postal rates. Although the union position was against combining pay and rate issues, the pay strategists decided to go along with a combined bill.

Mr. Doherty reports that when Mr. Summerfield "found that his lobbyist, Harry Brookshire, was almost totally ineffective on Capitol Hill, he stationed himself in his official Cadillac just outside one of the entrances to the Senate Office Bldg. and kept the telephone in his car working constantly.

"Just before the Senate vote on the pay bill, he summoned me to his upholstered mobile office and asked me to go along with an 8½% pay increase. He said he 'thought' he could get the President to sign such a bill if it were joined to a rate bill...

"I refused to go along. I knew that he wanted a rate bill so badly that he would eventually agree to the 10% increase on which he was insisting. I left him with his jangling telephone in the big black Cadillac and returned to work."

The Senate did reject the compromise, passed the 10% pay bill combined with a rate bill, and the Postmaster General recommended that the President sign the bill, which he did.

■ On rates, the union head attributes to "self-preservation" the reluctance of Congress to vote increases. "Increasing the salaries of half a million human beings makes friends," he notes, while "increasing the rates of 175,000,000 people can conceivably make enemies. Ergo, the law of self-preservation causes many (but not by any means all) congressmen to view any attempt to raise postage rates with an extremely jaundiced eye."

Mr. Doherty also pays his respects to Mr. Summerfield's predecessor as Postmaster General, Jesse Donaldson. The union leader reports he "rejoiced in his appointment," since Mr. Donaldson was an ex-letter carrier who had risen through the ranks. Soon, the union head relates, he began to have "some niggling little doubts."

Mr. Doherty comments: "Donaldson was a prodigious worker but inclined to operate like a sewing machine, very fast up and down but always in the same place ... A career man, when he is good, is almost unbeatable; when he is bad he is almost unbelievable."

Mr. Summerfield's inning will come next month, when his own book, "U. S. Mail," is published. #

Doner Adds Two

W. B. Doner & Co., Baltimore, has added two men: Manny Klein, media director, formerly of Lennen & Newell, New York, and Kenneth Ferguson, copywriter, formerly of Clinton D. Carr & Co., Baltimore.

Malone Names Dempster

Wesley L. Dempster, formerly managing editor of the *Star*, Columbus, O., has been named copy chief of Norman Malone Associates, Akron.

INCREDIBLE AKKORD AM-FM-SW-MB 12 TRANSISTOR RADIO

A highly sensitive all band precision German built set, with push button choice of FM, AM, Short Wave and Marine Band broadcasts. 12 transistors, 5 diodes, varistor; AFC; 7" x 3" oval hi-fi speaker. Dipole telescopic antenna, built-in ferrite antenna, plus additional long range antenna. Plays on 4 flashlight batteries. Four input jacks. Hand crafted case. Gift boxed. An ideal incentive and business gift. Full money back guarantee. Order today. Diner's and American Express members may charge to account.

Reg. Price $299.95 SALE PRICE $149.95 Post Paid

HALBERSTADT & CO. 130 Shepard St. Lansing, Mich.

In Chicago

Balsam Adds Four Accounts

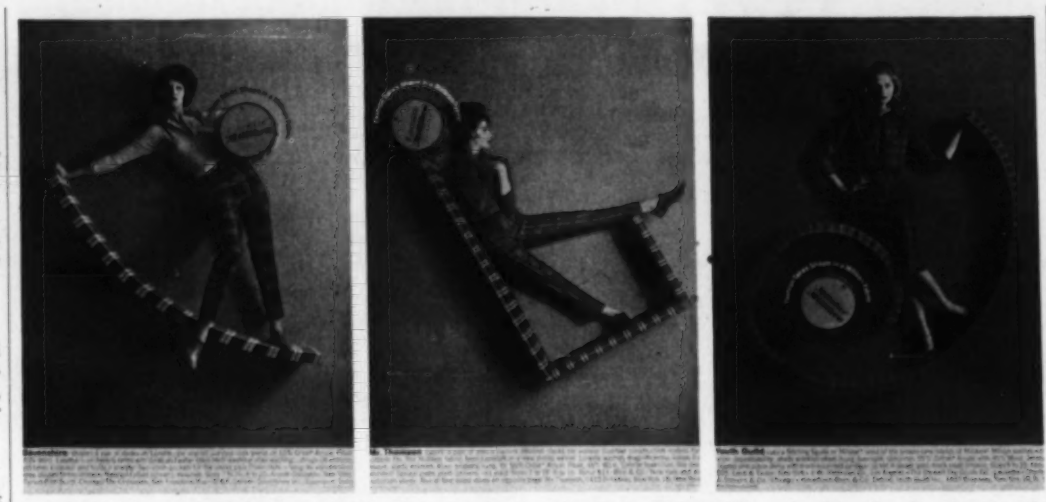
Balsam Advertising, Pasadena, Cal., has been named to handle advertising for the following companies: Bemco Inc., North Hollywood, manufacturer of environmental test equipment; Omega Precision Inc., Azusa, maker of sockets, connector assemblies and other products; Hanjohn Co., Pasadena, producer of electronic welding machines, and Nesco Instruments, Costa Mesa, manufacturer of graphic recorders.

KICN Names Morrison

Dick Morrison, formerly vp and general sales manager of Commercial Recording Corp., Dallas, has been named general manager of KICN, Denver.

KSON Appoints Guzik

Hank Guzik has dissolved Guzik & Associates Advertising, San Diego, to become manager of KSON, San Diego radio station.



SOLUTION—*The account makes fabric. The account's accounts make garments. The problem: Create a fabric ad that is obviously a fabric ad, yet sells garments. The solution, by Douglas D. Simon Advertising for Milliken Woolens Inc., is a series of color pages running in Glamour and Mademoiselle.*

British Agency Sets Plan to Help Young Admen Study in U. S.

LONDON, Aug. 16—Alfred Bates & Son, London agency, has established within the framework of the Institute of Practitioners in Advertising (IPA) the Alfred Bates Awards, a competition that will enable two young British agency men to visit agencies abroad for study.

Bates has put up $2,800 to start the competition. This will cover two years of operation. The IPA said: "It is hoped that if the scheme proves successful, it will be continued after the allotted period by finding further money to finance it."

The first competition will be held in 1961. Men under 25 years of age who are employes of IPA member agencies will be eligible to compete. They will be required to submit papers on a set theme.

■ Two awards of $700 each will be made each year. This, the IPA said, "will be sufficient to provide for a sea journey each way and four weeks in New York, where arrangements would be made for the two successful candidates to study advertising practice in that country." #

N. Y. Daily Changes Name

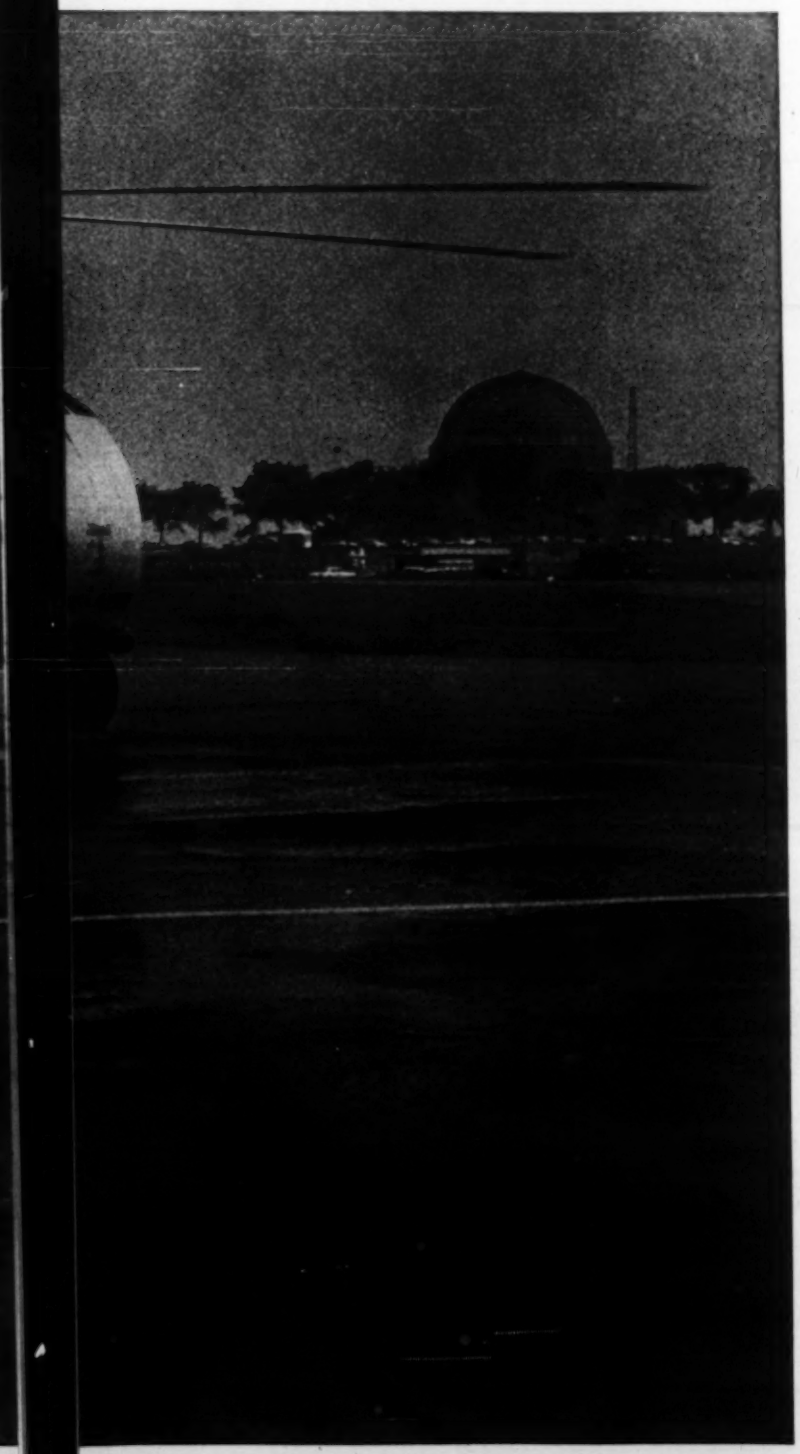
Effective with its Aug. 10 issue, the *New Yorker*, Poughkeepsie, N.Y., changed its name to the *Poughkeepsie Journal*. The name change climaxed the newspaper's observance of its 175th anniversary.

Byrd Joins M. M. Fisher

Ron E. Byrd, formerly retail advertising supervisor and copywriter for Montgomery Ward & Co., Chicago, has joined M. M. Fisher Associates, Chicago, to work on merchandising and collateral material.

Native Laces to Stone-Cooper

Native Laces & Textiles, New York, a division of Natona Mills, has appointed Stone-Cooper Inc., New York, as its advertising agency. The account was formerly handled by Irving Serwer Advertising.



. . . **Meigs Field,** a man-made island on the lake front, is the busiest single-runway airport in the world. Here you'll find helicopter service to major airports; private flights; and scheduled airline departures—only *three minutes* from the "Loop."

In Chicago

WGN

TELEVISION

—owned and operated by Chicagoans—is dedicated to quality programming and community service.

WGN IS CHICAGO

Quality • Integrity • Responsibility

℞

Selling Pharmaceuticals?

Here's a preferred market-at a popular price: for less than 5¢ apiece, you reach 85,000 dentists in a magazine they read devotedly. May we give you facts and figures?

Oral Hygiene

PITTSBURGH, PENNSYLVANIA

Fox Appointed Consultant

Irving Fox, who resigned recently as advertising and sales promotion manager of Lite Diet bread at Bakers Franchise Corp., has been appointed to the staff of Bakers Research Bureau, New York, on a consulting basis. He will be working on new products.

Cool-Ray Boosts Two

Cool-Ray Inc., Chelsea, Mass., maker of Cool-Ray sun glasses, has promoted Howard E. Oakes from vp and general manager to exec vp. M. J. Dunn, director of marketing, has been appointed sales vp. He joined Cool-Ray in 1958 as marketing manager.

Drake Named Ad Head

American Automatic Typewriter Co., Chicago, has appointed Richard F. Drake advertising-sales promotion manager. Before joining American Automatic, Mr. Drake was advertising manager of Comptometer Corp.

Along the Media Path

Boys' Life, New York, has mailed promotional pamphlets explaining its third annual Christmas promotion to advertisers around the country.

• Some 500 contestants have entered the Miss Latin America contest, sponsored by **WADO**, New York. Entrants in the contest, to be held Sept. 18, must be of Spanish or Latin American descent, between 16 and 28 years of age and reside in New York, New Jersey, or Connecticut.

• More than 1,300 teen agers attended the first Olympic Hop, sponsored by **WQAM**, Miami, and the Police Athletic League of Miami. The dance was held in Bayfront Park Auditorium to help raise funds to send U.S. Olympic athletes to Rome.

• A celebration luncheon launched "Farm Radio Week," on **WWVA**, Wheeling, W. Va., which celebrated 25 years of continuous farm broadcasting last week. Copies of a booklet commemorating the station's quarter-century of farm broadcasting, covering the history of the farm broadcast series and containing market statistics for the area served by the station, may be obtained from WWVA, Hawley Bldg., Wheeling, W. Va.

• The Treasury Department has awarded a citation to **WGN**, Chicago, for its cooperation in the promotion of the sale of Series E and H savings bonds.

• "The Christmas Gift Story," a report on Christmas gifts bought and received by its readers, has been published by and is available from **Seventeen**, 488 Madison Ave., New York 22.

• Net paid circulation of **Playboy** for the first six months of 1960 came to 1,090,908, a 16% gain over the corresponding 1959 period.

• **WDRC**, Hartford, CBS-Radio outlet for Connecticut, is offering $1 for each phoned-in listener news tip and in addition, $5 for the best news tip of the week.

• In an effort to overcome delays caused by strikes in the printing plant and other mechanical difficulties, **Swimming Pool Weekly**, Ft. Lauderdale, combined its July 11 and 18 issues in its July 25 issue.

• **WCCO**, Minneapolis-St. Paul, has announced plans for expansion of its present offices. Remodeling plans call for a complete rebuilding of the entire broadcasting area in the WWCO Radio Bldg. #

HAPPINESS KEY—*Sabrina, British tv, stage and movie actress, picks the winning key in a "Keys to Happiness" contest staged by WINS, New York. Sender of the winning key was awarded a free year's lease on a terraced luxury apartment at Webb & Knapp's Park West Village in New York, to live in or to rent out. More than 20,000 tagged keys were mailed in for the contest. Alan Polkes, vp of Webb & Knapp, holds the lease.*

Hogue Chandler Kirby Kircak Kearney Osborn Nelson

KXTV PARTY—*San Francisco agency personnel hold some of the prizes won in the recent KXTV, Sacramento, ad agencies party, during which guests toured the station's remodeled building and were treated to luncheon at a local restaurant and cocktails and smorgasbord at the home of Jim Osborn, KXTV general sales manager. Pictured with Mr. Osborn are Ellie Nelson, Mac Chandler and Bev Kircak, Batten, Barton, Durstine & Osborn; Dick Hogue, vp and general manager of KXTV; Mike Kirby, Young & Rubicam, and Don Kearney, Corinthian Broadcasting director of sales.*

U. S. Tele-Service Corp. Adds Monitoring Company

U.S. Tele-Service Corp., New York television monitoring and research company, has acquired National Television Monitoring Co., New York. With the acquisition, U. S. Tele-Service, which has been supplying agencies and sponsors with off-the-air "photoscripts" of New York local and network tv commercials, will broaden its services to include kinescoping in 100 key markets and air checks in 200 cities.

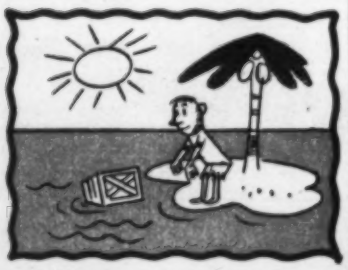
Admiral Unit to Henri, Hurst

The commercial electronics division of Admiral Sales Corp., which recently moved from Newark to Chicago, has named Henri, Hurst & McDonald, Chicago, as its agency. Henri, Hurst handles Admiral's consumer and international advertising. The division, which supplies hotels and motels with automatic electronic equipment, was formerly with Pan-American Public Relations Ltd., New York.

Four Oaks Names Hall

Four Oaks Developments Ltd., Toronto, marketer of family swimming pools, has appointed Melvin F. Hall Advertising Agency, Fort Erie, Ont., and Buffalo, N. Y., to handle its advertising, sales promotion and public relations.

Far-Reaching!



I'm glad this coconut tree is wired.

Who wants to be rescued!

We may have succeeded this time, but it's hard to exaggerate Six's Far-Reaching effect. You just can't do the right job in Maine without it.

WCSH-TV 6 NBC for PORTLAND MAINE

MAINE BROADCASTING SYSTEM

WCSH-TV 6, Portland WLBZ-TV 2, Bangor
WCSH Radio, Portland
WLBZ Radio, Bangor WRDO Radio, Augusta

THE CHRONICLE MEANS THE WEST

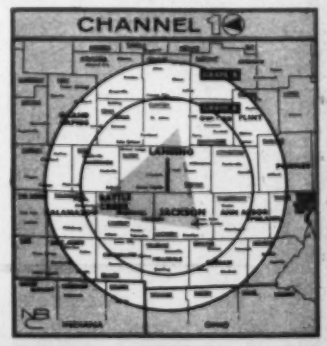
In the past year. The Chronicle gained MORE THAN TWICE AS MUCH daily circulation as The Examiner

Source: A. B. C. Publisher's Statements, 3 months ending March 31, 1959, 1960

ONE SHOT TAKES ALL THREE

A solid play in Michigan's Golden Triang stakes you to a lively market—Lansin Jackson and Battle Creek! WILX-TV crac all three with a city-grade signal and scor big in a lush outstate area ranking 11th retail sales*—26th in TV households* Your play—call Venard, Rintoul & M Connell, Inc.

*SRDS Consumer Market Data
**Television Age 100 Top Markets — 11/30/59



WILX-TV CHANNEL 10 LANSING JACKSON BATTLE CREEK

SERVING MICHIGAN'S GOLDEN TRIANGL

Associated with WILS—Lansing / WPON—Pont

FPC Rules Utilities' 'Political' Ads Must Be Segregated for Rate Purposes

(Continued from Page 1)
joint magazine advertising in the ECAP (Electric Company Advertising Program) through N. W. Ayer & Son.

■ In arriving at the decision, the Federal Power Commission noted that the Supreme Court already has upheld the right of the Internal Revenue Service to ban any tax deduction for ads dealing with political problems. If the disallowance of tax deduction because an ad is considered to be "political" is not an infringement of free speech, FPC argued, "clearly then, the mere classification of the questioned expenditures to Account 538 does not constitute any violation of freedom of speech."

In its original announcement two years ago, FPC said nine of the 26 ads in the 1957 ECAP program were "political" and should be classified in Account 538—"deductions from income." In today's decision, one of the nine, which showed a car of the future, with the headline, "Power companies build for your new electric living," was "cleared."

■ FPC said it had no difficulty finding that the eight other ads were "political," since they deal with a political controversy—the private-public power controversy.

"A scrutiny of the advertisements and a reading of their texts disclose they have as a basic ultimate purpose the influencing of public opinion as to the repeal of existing law," FPC said. "Thus, they have not just an indirect relationship to political matters, but are directly political.

"In addition, it is a fair inference that their ultimate purposes include the influencing of public opinion as to such matters as the election of public officers, proposed legislation, and influencing the decisions of public officers. And their purposes may also include the influencing of public opinion as to proposed ordinances, repeal of existing ordinances and the approval or revocation of franchises."

■ FPC's efforts to picture the argument solely as a matter of accounting procedure is consistent with the position the commission and its staff had taken at earlier stages of the proceedings. At a one-day hearing in January, 1959, the utilities tried to present testimony that the ads were a necessary expense because government is a major competitor. But Hearing Examiner Edward B. Marsh said the hearing would deal only with accounting methods.

■ In a decision in July, 1959, FPC upheld his ruling, but authorized more hearings.

When hearings resumed last November, the utilities again tried —unsuccessfully—to present proof that the welfare of stockholders, employes and customers required a public discussion of the issues involved in the public-private power controversy.

■ FPC said separate classification of political expenditures is appropriate because, by their nature, political expenditures have a doubtful relationship to utility service.

"Hence the classification of such expenditures routinely to operating expenses would not be consistent with the objectives of utility regulation, which aims at the separate disclosure and classification of all such controversial items," the ruling said.

"Throwing all such controversial expenditures into a hotchpotch of operating expenses would tend to obscure their essential character, and make more difficult their informed analysis and proper ultimate disposition," FPC said.

Seeking to dispose of the contention that the new accounting procedure affects the rights of the utilities, FPC said, "Of course, the question of whether the rate payer or the shareholder shall ultimately pay these particular expenses must await rate proceedings under the act, for an accounting classification matter of this kind does not involve determining the just and reasonable rates for the utility.

■ "Thus," the decision said, "there is no merit to the respondents' contention that the commission's treatment of these expenditures wrongfully interferes with the right of management to make such expenditures as it deems necessary to the conduct of the business."

The commission saw no merit in the efforts of the companies to prove that the ads were useful to their businesses.

"The essentially political character of the advertisements is conclusively established by the advertisements themselves," FPC argued, "and so clearly does this fact appear that it is difficult to conceive of any evidence that would justify a different conclusion.

■ "Assuming respondents offered evidence to show that expenditures have some other additional or subsidiary aspect or purpose—that, for example, they were necessary to meet government competition, to protect the companies' markets, and to preserve their financial well being—this would not detract from their fundamentally political character, nor would it justify classifying them under our system of accounts other than in the manner we find to be appropriate for political expenditures."

The nine ads originally challenged by FPC involved $863,130 of the $1,995,661 spent by the 76 companies through ECAP in 1957. FPC provided a breakdown showing the share paid by each of the utilities. It allowed 120 days for the utilities to certify that accounting procedures required by the decision have been adopted.

UTILITIES TO FIGHT NEW FPC DECISION

WASHINGTON, Aug. 19—Electric utility companies are already at work on legal moves to get a review of a Federal Power Commission decision which forces them to keep a separate account for ads dealing with political issues.

A. J. G. Priest, chief attorney for ECAP—electric company advertising program—told ADVERTISING AGE that a petition for reconsideration is being drafted and will be filed with FPC within the required 30 days. If this fails, he indicated the companies are prepared to continue their fight in court.

■ Throughout the litigation, attorneys for the power companies have refused to accept the contention of FPC that the proceeding deals only with accounting rules which have no immediate impact on the financial welfare of the companies. Any accounting requirement inevitably affects the welfare of the companies, Mr. Priest has said.

Meanwhile, in San Francisco, Dwight Van Meter, N. W. Ayer account executive on the ECAP account, said he knows of no plans for the electric utilities to change their program. #

Last Minute News Flashes

U. S. Needs Its VHF; Gradual Shift to UHF Seen

WASHINGTON, Aug. 19—The White House today slammed the door on two Federal Communications Commission plans to swap unused commercial uhf tv frequencies for vhf channels now used by the government. The decision probably ends any possibility for tv expansion in the vhf range. There has been speculation that FCC will soon propose a long-range program to transfer all tv to the uhf band, probably over a 10-year transitional period. The White House decision said that defense and scientific projects of the U. S. and its allies are so solidly entrenched in the vhf frequencies that the swap would "impair defense capability and operational readiness"; require complex international negotiation; and involve an expenditure of at least $5 billion. FCC is now spending $2,000,000 in New York City in an effort to perfect effective uhf transmitters and receivers.

Ciba to Launch TV News Show for Doctors in Fall

NEW YORK, Aug. 19—Ciba Pharmaceutical Products, ethical drug manufacturer, will launch a 15-minute Sunday afternoon network tv program of news summary for doctors beginning Oct. 30. Ciba has placed its order with NBC, but if the network is unable to clear stations it will switch to another net, probably ABC, according to the agency, Sudler & Hennessey. If that isn't workable, it will use tape syndication. The program, called "This Week in Medicine," was tested in four cities last year.

Remington Rand Int'l Shifts to Doyle Dane

NEW YORK, Aug. 19—Remington Rand International division of Sperry Rand Corp. has transferred its account to Doyle Dane Bernbach Inc. from Robert Otto & Co. Reportedly billing more than $1,000,000, this is the first acquisition for the agency's international division, formed in April, with Mervyn J. Malcolm, former sales and marketing executive at Remington Rand International, in charge. The international shaver division remains with Fletcher Richards, Calkins & Holden.

Distiller's Bid on Color Unit Size Makes Headway

NEW YORK, Aug. 19—Four Roses division of House of Seagram is making considerable headway among some publishers in obtaining lower newspaper minimum-size requirements for r.o.p. color units, a check of newspaper reps revealed. ADVERTISING AGE reported last week that the proposal was meeting considerable resistance among publishers. However, some newspapers are revising rate cards to accommodate the Four Roses-Y&R proposal for 600-800-line color ads, but they are holding the line on the premium charged on color ads.

Wander Assigns Its New Minvitine to Clint Frank

VILLA PARK, ILL., Aug. 19—The Ovaltine food products division of Wander Co. has appointed Clinton E. Frank Inc., Chicago, to handle advertising for a new product, Minvitine, a powdered weight control diet product. Newspapers, radio and tv will be used to promote Minvitine, which will be introduced nationally starting in September.

Toni Realigns Agencies; Other Late News

• **Toni Co.**, Chicago, has added Wade Advertising, Chicago, to its agency family, to handle Deep Magic facial cleanser and a test product, a hair color, both formerly at North Advertising, effective Sept. 1. Deep Magic bills about $1,000,000. At the same time, North Advertising was named to handle Pink Pamper shampoo, formerly at Clinton E. Frank Inc. Pamper bills about $750,000. The Frank agency recently was assigned Prom permanent and White Rain shampoo, formerly at Tatham-Laird (AA, June 27).

• **The city of West Palm Beach**, Fla., has named Bishopric/Green/Fielden, Miami, to handle its $100,000 1961 promotional campaign, succeeding George Evans Co., Ft. Lauderdale.

• **Audio Devices**, New York, manufacturer of magnetic tapes, has switched its $100,000 advertising account from Marsteller, Rickard, Gebhardt & Reed, New York, to Charles W. Hoyt Co., New York, effective Sept. 1.

• **Louis C. Caligaris** has joined the *Cleveland Press & News* as manager of general advertising. Mr. Caligaris, formerly on the New York sales staff of Scripps-Howard Newspapers, succeeds Arnold Boyer, who becomes retail manager of the Cleveland daily.

• **Eberhard Faber Inc.**, Wilkes-Barre, Pa., has launched a business paper drive for a new lead, trademarked Diamond Star, which the company will claim is "unbreakable under normal writing conditions." First business paper ads, in the stationery, school and purchasing fields, start in September, through Al Paul Lefton Co. The lead has been in consumer test for a year—identified only by an inconspicuous dot, and only a dozen Eberhard Faber executives knew that the dot marked a new composite of graphite and clay which may be—in marketing vp John Horne's words—"the first major breakthrough in pencil manufacturing since the eraser was made part of the pencil."

• **Aluminum Co. of America**, Pittsburgh, will insert pages of its heavy duty Alcoa Wrap in October issues of *Woman's Day* and *Everywoman's Family Circle*, the first foil insert to be used in consumer magazines. Large-space newspaper ads and spot radio across the country also will promote the heavy duty foil, along with commercials on "Alcoa Presents" (ABC-TV). Alcoa says the heavy duty foil now accounts for 40% of all aluminum foil sales. Ketchum, MacLeod & Grove, Pittsburgh, is the agency.

• **Lennen & Newell**, New York, has established a branch office in Honolulu. Walter C. Lindley, formerly with Boland Associates, a Honolulu agency, has been named manager. The Hawaiian office represents L&N's initial venture outside the continental U.S.

• **Beech-Nut Life Savers**, New York (Y&R), has dropped the Dick Clark nighttime ABC-TV show, effective Sept. 10, but the action reportedly has nothing to do with the recent payola publicity. Beech-Nut Gum's tv budget is in the process of re-allocation; four one-minute participations weekly have been ordered on Mr. Clark's daytime "Bandstand," and other day and night network participations are under consideration. The Clark night show will be dropped at the end of the Beech-Nut run, ABC-TV said, because of station reluctance to clear a new and earlier fall time spot for the show.

CORY CHRISTMAS—*Cory Corp., Chicago, will use this page ad in November issues of House Beautiful and Town & Country, the December House & Garden and Better Homes & Gardens Christmas Ideas Annual. Other gift appliance ads will appear in seven other magazines. Herbert Baker Advertising is the agency.*

Bates Expected to Get Lion's Share of Boyle-Midway

(Continued from Page 1)
shift beyond a reference to a report in ADVERTISING AGE last week linking the move to American Home's current management, which came up through Whitehall Pharmacal.

Mr. Gould also confirmed the departure from Boyle-Midway of R. S. Wheeler, former vp of advertising. He said the company has not chosen a successor for Mr. Wheeler and is "not even looking."

"We're pretty heavily staffed up right now," he said.

BOYLE-MIDWAY SHIFT SETS BATES-S&M DEAL?

TORONTO, Aug. 17—The future home of the $500,000 Boyle-Midway account here today remained indefinite.

A representative of Boyle-Midway (Canada) Ltd. told ADVERTISING AGE, "We may move our account out of J. Walter Thompson; we may not. It's too early to say."

One of the agencies reported likely to get the U. S. account is Ted Bates & Co., which has been holding "discussions" with Spitzer & Mills, Toronto, for some months.

While Spitzer & Mills today denied emphatically that any merger or acquisition deal had been made with Bates, authoritative sources, both here and in New York, told AA to expect word of some kind of "association" between Spitzer & Mills and Bates within the next month.

The sources also indicated that they expect Bates to get most of the Boyle-Midway account in the U. S. and Spitzer & Mills to land the account here.

■ ADVERTISING AGE reported some months ago that Bates was in the process of purchasing Spitzer & Mills, whose billings are estimated to run about $6,000,000 a year.

However, the agency denied the story, admitting only that it had held discussions with a number of U. S. shops, "as have a number of other Canadian agencies." #

Coates Returns to Leon

Coates Board & Carton Co., Garfield, N. J., has reappointed S. R. Leon Co., New York, to handle its advertising after an absence of about three years. The account was with the agency from 1950 to 1957. The previous agency was Abner J. Gelula & Associates, Atlantic City.

Watts Succeeds Beldon as Head of RCA Sales

(Continued from Page 3)

transferring the headquarters of its home instruments operations from Camden, N. J., to Indianapolis, where products are already produced. RCA said, however, that it has not decided yet on how the marketing personnel will be deployed.

Home instruments operations were formed by RCA in 1959 to combine the old television division and the old radio and Victrola division into one unit. RCA Sales Corp. is the unit that sells the products to distributors and dealers.

Separate from these units is the corporate advertising department headed by R. H. Coffin, vp, advertising-sales promotion. Mr. Coffin's headquarters were shifted last year from Camden to New York.

RCA was cryptic about Mr. Beldon's future plans, saying only that "his new assignment will be made known at a later date." Mr. Beldon has been headquartered in Camden.

Mr. Beldon was manager of tv set marketing for General Electric before moving to RCA in February, 1959. He was named vp and general manager of home instruments operations and later became president of RCA Sales Corp.

■ Mr. Beldon joined RCA at a fateful time. The company was losing ground to Zenith Radio Corp. in the television receiver market and latest figures indicate that this decline has not been arrested. RCA was king of the tv set market for many years. It now runs second to Zenith.

Last December RCA announced another reorganization of its home instruments operations when it brought in Delbert Mills from International Telephone & Telegraph Corp. as a division vp. It was explained at the time that Mr. Mills would have responsibility for engineering and manufacturing, with Mr. Beldon continuing to head up the marketing side.

Industry observers noted at the time that one of the key factors in Zenith's overtaking of RCA was equipment advantages such as remote tuning. Zenith has an unquestioned lead in remote tuning with its Space Command system.

Under the new reorganization, Mr. Mills emerges as the chief of home instruments operations, both the manufacturing and marketing sides.

■ Another ex-IT&T executive, Fred M. Farwell, preceded Mr. Mills to RCA, joining the company last September to fill the newly created position of vp, marketing, with responsibility over Mr. Coffin's department.

However, with little fanfare, RCA has since shifted Mr. Farwell to the defense electronic products division, where he is now vp, marketing. Mr. Coffin now reports to Charles R. Denny, ex-NBC executive who is vp, product planning and marketing, for the corporation.

In terms of the way RCA's business is going, defense electronics is a key assignment. The corporation's latest financial report shows that defense business now accounts for one-third of total volume. On the other hand, consumer products, which once accounted for a substantial share of RCA's business, now represent only about 20% of volume.

Mr. Watts is the fourth in a series of exec vps who have ridden herd over RCA's lagging consumer products business. Robert A. Seidel held this post in 1957, when John Burns came over from Booz, Allen & Hamilton to succeed Frank Folsom as RCA president. In 1958, Charles M. Odorizzi—who is still a group exec vp—assumed this responsibility. RCA also moved P. J. Casella down from Canada with the assignment of exec vp, consumer products.

■ There was also a major reorganization on the advertising front. Effective Jan. 1, 1960, J. Walter Thompson Co. returned to the RCA account, succeeding Kenyon & Eckhardt as the agency for RCA-sponsored radio and tv programs, corporate and international advertising and all consumer products with the exception of phonograph records. K&E had succeeded JWT on the account in 1953. #

Buck Piggott Zipfel

SEEING RED—*Holding one of the Red Skelton masks—Deadeye, Freddie the Freeloader and Clem Kadiddlehopper—to be offered by Pet Milk Co. as a premium this fall are R. A. Buck, dry milk products manager; R. J. Piggott, director of advertising, and R. J. Zipfel, dry milk products advertising manager.*

Pet Milk Offers Red Skelton Masks

ST. LOUIS, Aug. 18—Pet Milk Co. is tying in its latest premium with its sponsorship of the Red Skelton show on CBS.

The premium—three full-color plastic masks of three Skelton characters—will be offered for the first time by Red himself on his opening tv show Sept. 27. The masks represent Clem Kadiddlehopper, Freddie the Freeloader and Deadeye. The set of three is offered for 50¢ plus the yellow shield from any size package of Pet instant nonfat dry milk.

Advertising support will be given on Pet's other tv show, "The Edge of Night" (CBS), on radio's "Grand Ole Opry" and in the October issues of *McCall's, Redbook, Reader's Digest* and in Metro comics. Gardner Advertising Co. is the agency. #

AMA Uses Dailies to Back Stand on Aid-to-Aged Bill

(Continued from Page 3)

000 to magazines and business papers. The radio drive, concentrated in a two-week period in October, used 30,000 spots on 2,026 radio stations in 1,260 markets.

Strategy for the campaign was masterminded by the public relations company of Whitaker & Baxter. Four agencies worked together in placing the copy: Lockwood-Shackelford, Chicago, in association with Homer J. Buckley & Associates, Chicago, handled the newspaper and magazine portion, and Russel M. Seeds Co., Chicago (now Keyes, Madden & Jones), and Harry M. Frost Co., Boston, handled the radio spots.

■ In addition, other companies tied in with the AMA in the campaign, including two insurance companies—Mutual Benefit Health & Accident Assn., Omaha, and Bankers Life & Casualty Co., Chicago—and Rexall Drug Co., Mennen Co., Bristol-Myers Co. and Sinclair Refining Co.

The 1950 campaign was angrily denounced by the Democratic National Committee as an advertising drive intended "to beat the Democrats at the polls," and Sen. James Murray (D., Wyo.) issued a statement that the AMA and allied groups were spending $20,000,000 on advertising which would better be spent for medical care. #

Reidy Joins Yardley as VP

John J. Reidy has resigned as president of Schick Inc. to become vp in charge of marketing at Yardley of London, New York, a new post. No successor has been named at Schick.

'Philadelphia News' Offers Admen Space to Explain Ad Field

PHILADELPHIA, Aug. 17—The *Philadelphia Daily News* is offering 52 top advertising agencies an opportunity to tell its readers about advertising.

Gordon F. Chelf, publisher, announced that the *News* will offer a page of space each week to agencies to explain the purpose and function of advertising.

He said initial reaction has been "overwhelmingly enthusiastic."

"We are willing to contribute the space if advertising agencies, through their professional talent, will develop copy defining the role of advertising," he stated.

"Advertisers, agencies and media have used advertising effectively to promote the sale of products, services and ideas—but we in the advertising business have neglected to inform the public and those in influential positions of the important service performed by advertising per se. A constructive educational program explaining advertising's function in, and contribution to, our American economy is needed and now is the time for such an educational campaign."

■ He said his newspaper was willing to be the starter in such a program, because he believes it will spread quickly to other media. Mr. Chelf said the *News* will be happy to provide mats to other newspapers.

All ads will carry the following signature: "One of a series of advertisements sponsored by the *Daily News* as a public service. Copy prepared by (agency)."

The *Daily News* plans to schedule the pages after Labor Day. The campaign is planned to run a full year. #

FTC Tries to Plug Robinson-Patman Loophole, Using Provision of FTC Act

(Continued from Page 3)

quently moved against co-op advertising arrangements in the past, this is the first time that the Robinson-Patman jurisdiction gap came before the commission for decision. Some earlier cases were settled by consent order. Others have been awaiting the commission's verdict in the Grand Union case.

The case is an outgrowth of an arrangement which Grand Union, operator of 340 supermarkets in the East, has for the lease of a spectacular sign in Times Square, New York City. FTC found that Grand Union induced at least 28 of its suppliers to lease time on the sign under an arrangement which gave the chain a percentage of the rentals.

Aside from the jurisdictional question, Grand Union denied that it was responsible for the arrangement since the advertisers were paying for services rendered by Douglas Leigh Inc., owner of the sign. But FTC said Grand Union was attempting to "artificially fragmentize and compartmentalize an essentially unitary transaction." It said payments were for the benefit of Grand Union and were made under pressure, and in many cases, under protest.

■ Grand Union insisted there was no evidence that it knew or should have known that payments made to it by its suppliers were not available to its competitors on proportionately equal terms.

But the commission decision declared there was ample evidence Grand Union knew the sign deals were specially tailored and were not part of the usual advertising allowance programs of many of its suppliers.

"The sign deal was not limited to a single transaction, but was a program continuing over a period of four years," FTC said. "During that time respondent was urging its suppliers to become participating advertisers, and the record shows that certain of these suppliers, by participating, granted allowances which they did not make to respondent's competitors on proportionately equal terms.

"Under these circumstances it would have been remarkable if the suppliers had not informed respondent during the course of the negotiations that it was receiving ample preferential treatment."

■ The jurisdictional issue proved to be of over-riding importance in the case.

The issue arose on the question of whether Congress intentionally omitted from the R-P Act language which would have banned the solicitation of illegal advertising allowances.

Under some sections of the act, suppliers are prohibited from granting discriminatory prices and advertising allowances. Other sections prohibit customers from soliciting discriminatory prices, without any specific mention of advertising allowances.

With the commission splitting 4-1, the majority, led by Commissioner Robert Secrest, held that even though the Robinson-Patman Act does not specifically stop retailers from soliciting discriminatory benefits, the commission has a duty to use the FTC Act to "supplement and bolster" the intent of the R-P Act.

The majority said omission of the ban on soliciting advertising was a "legislative oversight" rather than a deliberate policy of Congress. "In the absence of evidence of congressional intent not to render unlawful practices related to those specifically prohibited by the Robinson-Patman Act," the majority said, "there is no substance to respondent's argument that the FTC Act cannot be extended to proscribe discriminatory practices which do not come within the purview of the Robinson-Patman Act."

■ A sharp dissent by Commissioner Edward T. Tait questioned whether FTC has a right to declare a practice unlawful merely because it believes it contrary to the "spirit" of the anti-trust laws. Under such a theory, he argued, a business man would first have to decide whether a practice is illegal under the law. Then he would have to decide whether it is legal under a vague standard, herein stated to be "the spirit of the amended act."

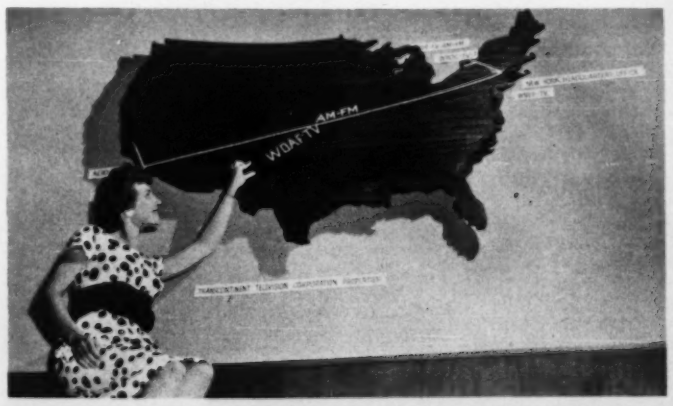
SEARS, SUPPLIER CITED BY FTC

WASHINGTON, Aug. 18—The Federal Trade Commission today charged Sears, Roebuck & Co., Chicago, with knowingly inducing discriminatory prices from Universal-Rundle Corp., New Castle, Pa., a supplier.

Universal-Rundle was charged in a separate complaint with granting illegal price concessions to Sears and other customers. Sears owns approximately 63% of U-R stock and purchases bathroom fixtures from it for resale under the Sears trade name Homart, FTC said. #

Andrews Joins Newark Agency

Paul Andrews has joined Carpenter-Proctor, Newark agency, as an account executive specializing in the travel field. Mr. Andrews is a former ad manager of Sabena Belgian World Airlines and the old Chicago & Southern Airlines.



BIG DAY—*Pretty Mary Parry helps Transcontinent station WROC-TV, Rochester, N.Y., welcome WDAF and WDAF-TV, Kansas City, to the Transcontinent Television Corp. family. The WDAF call letters went up on the entrance foyer map at WROC-TV following the FCC okay of Transcontinent as the new owner of the Kansas City outlets.*

EN GARDE!—*Tar Gard Laboratories, San Antonio, is using b&w newspaper ads like this to introduce its Tar Gard tar-removing cigaret holder nationally (AA, Aug. 1). Color ads will be used later and spots on the Dave Garroway show (NBC-TV) on a local basis. Glenn Advertising is the agency.*

National Theaters Cuts NTA Holdings; NTA Reorganizes

NEW YORK, Aug. 18—National Telefilm Associates is re-aligning its sales department as a result of National Theaters & Television's announcement last week that it was loosening its reins on the tv film distributing subsidiary.

NTA's sales force will now be split into two divisions, in place of the former three divisions, with the Mississippi River serving as the dividing line. E. Jonny Graff will serve as vp in charge of sales for the eastern division, with headquarters in New York, and Berne Tabakin will act as vp in charge of western sales, out of Beverly Hills. Mr. Graff formerly headed East Coast sales, and Mr. Tabakin West Coast sales, but their territories now have been expanded. The Midwest division will be terminated, and the Chicago office will function as a regional unit operating under the eastern division.

Messrs. Graff and Tabakin will report directly to Oliver Unger, who will continue as president of NTA and supervisor of all sales activities. Mr. Unger and the board chairman, Ely A. Landau, will leave their vp posts at NT&T. Mr. Unger will rejoin Mr. Landau in the New York headquarters.

■ NT&T's long-expected break with NTA came last week, when the parent company announced that it would distribute 844,875 shares of its NTA common stock to its 14,000 NT&T stockholders at the rate of three shares for every 10 shares of NT&T. The stock distribution will be subject to FCC approval, because NTA owns WNTA and WNTA-TV.

NT&T will keep 620,511 shares of NTA. This means that NT&T will be able to share in the profits should NTA show an upswing in business; yet it will not have to carry the full weight financially should NTA continue to operate in the red. There are an additional 155,125 shares of NTA stock outstanding.

The split between the companies reportedly came because NTA suffered at $5,000,000 loss in its last fiscal year. This was passed on to NT&T and reflected in a loss of $835,981 for the parent company for the half year ended March 29, 1960. In its most recent half year, NTA incurred a $2,699,000 loss. #

Lawrence Joins Creative Group

Robert S. Lawrence has joined the art department of Creative Group Inc., Appleton, Wis., as illustrator and layout artist. He formerly was with Brady Co., Appleton, in the same post.

Shiels Joins 'U.S. News'

Charles F. Shiels III, formerly with *Good Housekeeping*, has joined the St. Louis advertising sales staff of *U. S. News & World Report*.

You See What's Happening At A Glance!

★ BOARDMASTER Visual Control Saves You Time, Money.
★ Gives Graphic Picture of Your Operations. Stops mixups.
★ Simple to Operate. Write on Cards, Snaps in Grooves.
★ Ideal for Sales, Production, Inventory, Scheduling, Etc.
★ Made of Metal. Compact and attractive. Over 500,000 in Use.

Full price **$49.50** with cards

FREE 24-page Illustrated BOOKLET No. BG-20 Without Obligation

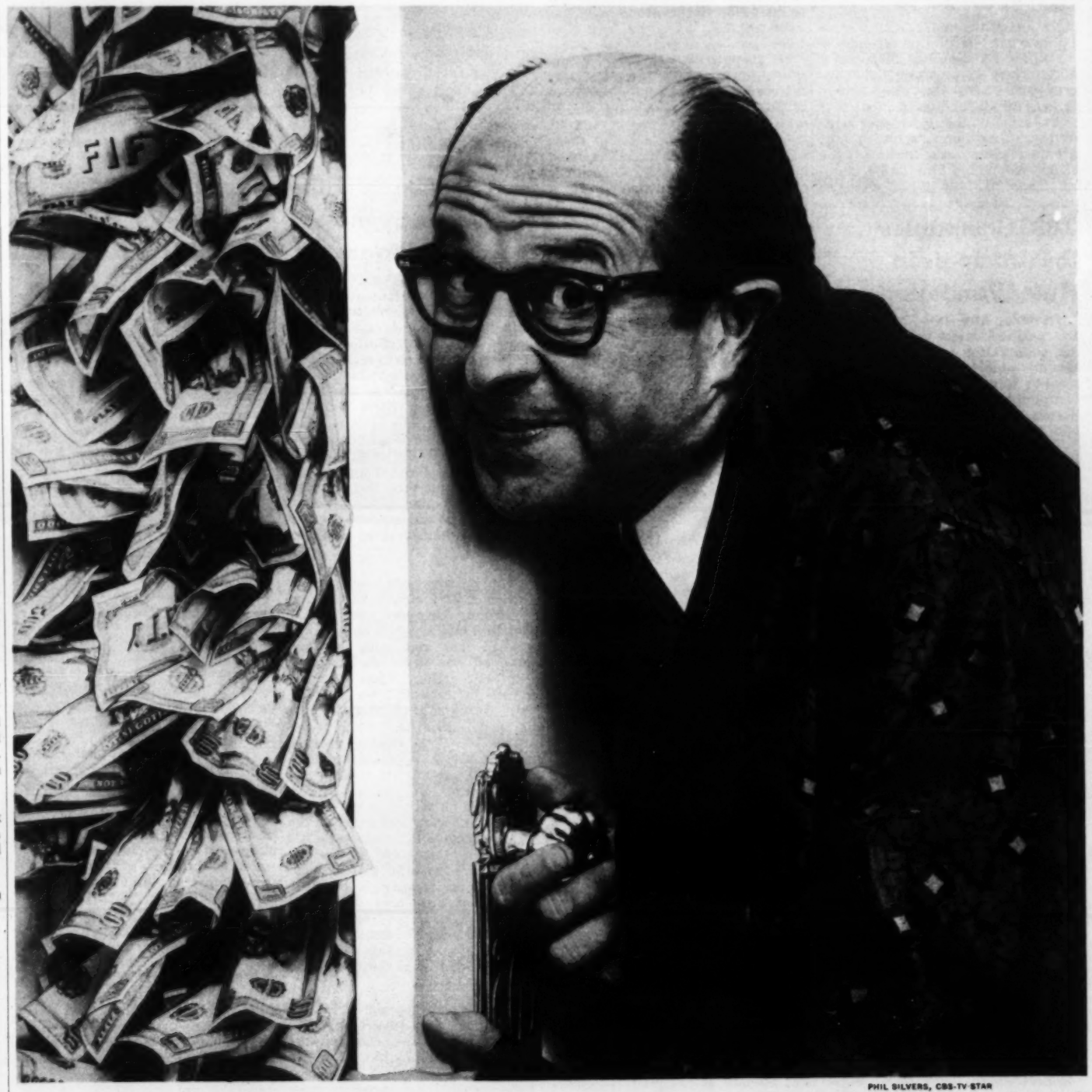
Write Today for Your Copy

GRAPHIC SYSTEMS, Box 267, Yanceyville, N. C.

New Horizons For You, Too

Why are there such great increases in Travel and Resort advertising in The Mirror? Because as its readers prosper, they reach out for new horizons, new lands, new vacations. You skim the cream off the New York mass market when you advertise in The Mirror.

Make The Mirror a MUST!



PHIL SILVERS, CBS-TV STAR

Stashing it away? If not, here's an idea that might get you a hoard. Tell the boss Consolidated is the world's largest enamel printing paper specialist. As a result, Consolidated offers *finest* quality for *less.* By specifying Consolidated Enamels for catalogs, sales folders and other printed material, he'll cut costs without sacrificing quality. Get free test sheets. Have your printer test them on your next printing order, comparing quality, performance, costs! Then enlarge your closet.

Available only through your Consolidated Paper Merchant

Consolidated

WORLD'S LARGEST SPECIALIST IN ENAMEL PRINTING PAPERS

Consolidated Water Power & Paper Co. • Natl. Sales Offices, 135 S. LaSalle St., Chicago

Dailies' Rates, per-1,000 Costs Zoom, ANA Finds

(Continued from Page 1)

their number grew to a high of 50 in 1958 and dropped to 45 this year.

These big dailies had an average circulation of 459,610 in 1946; the average reached a high of 484,505 in 1950 (when there were 41 newspapers in the group) and declined to 444,538 this year. However, the 1960 figure was higher than either the 1959 (440,425) or the 1958 (437,594) average.

In 1946, the average line rate of these dailies (figured on the 5,000-line rate) was 68¢; this year the rate reached a new high of $1.15.

■ In short, the ANA figures show an average circulation decline of 3.3%, an average rate increase of 68.8% and a cost-per-1,000 increase of 75.2%—the steepest rise among all circulation groups.

In terms of the newspaper population, the ones showing the greatest gains are those in the 10,000-to-100,000 circulation classes. Thus in 1946 there were 88 dailies with circulations between 50,000 and 100,000; today there are 115. There were 140 dailies in 1946 with circulations between 25,000 and 50,000; today, there are 187. There were 279 papers in 1946 with circulations between 10,000 and 25,000; today there are 389.

■ Sunday newspapers have held the cost line much better than dailies and—paradoxically—the papers in the big cities have the best record in this respect.

Average circulation of Sunday newspapers has increased 13.2% since 1946; the average rate has risen 62.9%, and the cost-per-1,000 has increased 44.3%.

In the 250,000-and-over group, there are now 49 newspapers delivering an average circulation of 562,929, compared with the 36 which had an average of 464,684 in 1946. Meanwhile, rates of these big Sunday papers have advanced by 59.5% since 1946. The result is a cost-per-1,000 rise of 31.7%—lowest of all the circulation groups.

■ Among the Sunday magazines there have been some striking circulation gains—accompanied by even more striking advances in advertising rates.

Parade has gone from a 2,202,750 circulation in 1946 to 9,529,110 in 1960. *This Week Magazine* has moved from 6,748,353 to 13,186,045.

In 1946, the onetime b&w page rates of *Parade* and *This Week* were $4,410 and $15,025 respectively. Today, they are $29,535 and $39,300, respectively. In 1946, *Parade* charged $5,040 for a color page; today it gets $37,630. *This Week's* color page rate has increased from $15,795 to $50,150. #

GOLD OPENER—*To announce its new tomato juice series of ads starting this fall, Libby, McNeill & Libby, Chicago, is sending out the above brochure via Western Union messenger to 1,000 of its top customers and salesmen showing the ads and giving the schedules. Each brochure is accompanied by a jeweled gold-plated can opener to dramatize the ads, which feature a can opener. The ads will be launched in the Sept. 25 This Week Magazine and will run, subsequently, in Ladies' Home Journal, Reader's Digest and Sunset Magazine. J. Walter Thompson Co. is the agency.*

3,800 Companies to Participate in Auto Wonderland

DETROIT, Aug. 16—Thousands of the nation's major manufacturers are cooperating to present a spectacular industrial attraction of world's fair type as an exposition complementing the National Automobile Show to be held in Detroit's new Cobo Hall Oct. 13 to 23.

The separate exhibition, to be staged on another floor and in another major area apart from the auto show itself, will be called "Auto Wonderland." Altogether, some 3,800 companies are participating, directly or through their associations.

The associations include American Iron and Steel Institute, Rubber Manufacturers Assn., and Society of the Plastics Industry. Other groups include those of aluminum, zinc and die casting materials, glass, paints and protective finishes and automotive components.

"Auto Wonderland" will take up all of the 104,000 sq. ft. of the first-floor exhibit hall of the building, and in most cases will be visited first, before guests proceed to the new car and truck show, to be located in the 300,000 sq. ft. of exhibit area on the floor above.

■ The entire exhibition, institutional rather than commercial, will be integrated to tell the complete story of car manufacture and use. It will be in five coordinated sections, including automobile design, engineering, research and testing, specialized vehicles; material producers; component manufacturers, and highways, traffic safety and allied activities. #

Black Elected Club President

Robert Black, West Coast Publications, has been elected president of the Western Society of Business Publications, Los Angeles. Other new officers include Jules Field, *Industrial News*, 1st vp; Don Martin, *Quinn's*, 2nd vp; Nate Massion, *Western Grower & Shipper*, treasurer, and Dorothy Martini, Linley Publications, secretary.

Vimco Macaroni to Stewart

Vimco Macaroni Products Co., Carnegie, Pa., and Fries, Beall & Sharp Co., Washington, have appointed James A. Stewart Co., Carnegie, to handle their advertising and public relations. Ketchum, MacLeod & Grove, Pittsburgh, formerly handled Vimco's account.

Elliot Joins Harrington, Righter; O'Connell Succeeds at CBS

Arthur C. Elliot has resigned as eastern sales manager of CBS Television Spot Sales, New York, to become eastern sales manager, a new title, of Harrington, Righter & Parsons, New York tv station representative. Ted O'Connell, formerly midwestern sales manager of CBS-TV Spot, has been named to succeed Mr. Elliot. Richard R. Loftus, formerly San Francisco manager, succeeds Mr. O'Connell, and Robert H. Perez moves from New York to San Francisco.

Mr. Elliot left CBS after plans to set up a new rep operation to handle WTOP-TV, Washington; WJXT, Jacksonville; WBTV, Charlotte and WBTW, Florence, S. C., failed to work out. These are the last non-network stations left on the list of CBS-TV Spot Sales, which has been ordered out of the representative business by the FCC.

Pharmaceutical Society Ad Warns of Dangers of Aspirin

In the interest of informing the public on the possible dangers of misuse of aspirin, the Pharmaceutical Society of the State of New York, New York, is reissuing its newspaper ad which stresses the fact that aspirin can be a dangerous drug. The ad, a quarter-page in size in mat and proof form, is entitled, "So You Think Aspirin Is Harmless!" It is being sent to pharmaceutical associations in the state for placement in their local papers, in addition to their regular monthly advertising campaign.

Teschner to Campbell-Mithun

Edward Teschner has joined Campbell-Mithun, Minneapolis, as an account executive. Mr. Teschner was formerly manager of merchandising arts and services of General Mills, Minneapolis.

Mass Communicating Perils Effectiveness of Ads: Culligan

SAN FRANCISCO, Aug. 17—"Too much mass communicating" can result in a loss of effectiveness in getting that ad idea and message across, Matthew J. Culligan, general corporate executive, McCann-Erickson, said here today.

Mr. Culligan told the San Francisco Advertising Club that the nation is fast reaching a stage where electronic equipment will make available a "deluge of information."

"This can obscure the fact that the most effective communication has been, and always will be, between one personality and another.

■ "The 'personal approach' has its basis in a very simple fact. Communication between one human being and another goes on not only between lips and ears, symbols and eyes, one brain and another brain; but rather, from one personality to another," he asserted.

Mr. Culligan said that the human personality has many voices —"The voices of reason, feeling, imagination; of hope, fear, indifference; of fact, fancy, mood—and many others."

The "personal approach" takes into account that the world of the communicator—the sender—is different from the world of the receiver. "The message that is most successful is usually a creative grouping of dots and dashes of speech, words, sounds or pictures —in a certain proportion, a certain sequence, and a certain timing—all determined by insight into the audience."

■ The "personal approach" is also called for because advertising differs from face-to-face communication "in the circumstances of its reception," he said.

"The advertising message goes to a non-captive individual with unlimited freedom to accept, reject, or ignore. It must overcome inertia and indifference." #

Headen, Horrel Never Handled Ingersoll-Kalamazoo Account

In reporting the acquisition of the Ingersoll-Kalamazoo Division of Borg-Warner Corp., Kalamazoo, account by McLain & Associates, Kalamazoo (AA, Aug. 8), ADVERTISING AGE incorrectly said Headen, Horrel & Wentsel, Chicago, was the former agency of record. Although Headen, Horrel handles several Borg-Warner divisions, it has never handled the Ingersoll-Kalamazoo division.

'59 Per Capita Beer Use Reversed 11-Year Downtrend, Rose to 15.3 Gals.

(Continued from Page 3)

was nearly 23.2 gals. This places beer among the most popular beverages, the foundation said.)

■ Sales of beer and ale spurted to an alltime high of 87,622,845 bbls. (31 gals. each). This marked a 3.8% increase over the 1958 total of 84,424,709 bbls. and topped the previous high of 87,172,334 bbls., set in 1947.

Production, which is invariably several million barrels more than actual sales, to assure ample supplies of mature beer and ale, also topped all previous levels. Output in 1959 was 93,127,291 bbls., compared with 90,120,512 in 1958 and the previous high of 92,104,063 in 1953.

The "Almanac" indicates that the seasonal drop in beer sales in the cold months was not so sharp as in previous years. The inference —which the "Almanac" itself does not draw—seems to be that the American beer drinker can stomach his stein even in the cold.

The "Almanac," a factbook for the industry, is issued by the 98-year-old organization, whose members produce about 85% of the nation's beer and ale. The 1960 edition, which is the 12th of its kind, points out that the industry "causes some $5 billion to flow through American trade and governmental channels annually."

■ During 1959, for instance, brewers paid out an estimated $417,000,000 for cans, bottles, crowns and containers. The industry uses about 9.3 billion cans a year and more than 1.8 billion bottles of various kinds.

Package sales led the field, about 80.2% of sales being in cans or bottles. But draught beer sales were also up, from 17,256,368 bbls. the previous year to 17,313,975 last year.

Brewers' purchases of agricultural products totaled more than $230,000,000. This covered 2.6 billion lbs. of malt barley, plus corn and corn products, rice, wheat, soybean products and hops.

In all, the industry's 71,500 employes received a direct payroll amounting to $443,000,000.

■ New York regained first place as beverage malt producer, with 11,640,913 bbls., displacing the 1958 leader in the field, Wisconsin, which registered 10,737,424 bbls. The other major producers, in order, were Missouri, New Jersey, California and Pennsylvania.

New York also led the field as a beer consuming state. New Yorkers used a total of 10,486,451 bbls. of malt beverage during the year. Second and third were California and Pennsylvania. Wisconsin, however, whose folks have always held that "malt does more than Milton can/to justify God's way to man," kept its first place in per capita consumption, with an average of 24.7 gals. Nevada again was second, with 22.9 gals.

■ In comparison with the beer drinkers of the world, Americans rated a poor 10th, with 15.3 gals., contrasted with top-ranking Luxembourg, whose populace chalked up 33.3 gals. each over the year. Belgium was close behind, with 31.3 gals., and Australia third, with 26.8.

Saleswise, however, the U.S. was 'way out front, with total sales of 87,000,000 bbls. West Germany was second, with 44,000,000, and Britain third, with 36,000,000. #

Sackel-Jackson Expands

Sackel-Jackson Co., Boston, formed from the merger of Sackel Co. and Jackson Associates (AA, Aug. 1) has made six appointments. They are Gerald D. Baker, formerly with Arnold & Co., account executive; Dr. Martin M. Grossack, president of Grossack Associates, research consultant; Dwight Ellis, previously with Reilly, Brown & Tapply, traffic manager; Richard Goodman, previously with KARI, Blaine, Wash., and Dorothy Hazard, formerly with Silton Bros.-Callaway, copywriters, and Robert Drinkwater, formerly with Prince Italian Foods, assistant account executive.

Lippincott Appoints 2

Phillip J. Luth, acting head of the store planning and hotel design department of Lippincott & Margulies, New York, industrial designer, has been named department head. Alvin Schecter, formerly director of decor and graphics with Amos Parrish & Co., has been named design coordinator of Mr. Luth's department.

Lynn-Western Adds Two

Alloy Industries Development Co., Los Angeles, and Dynatech Plastics, Santa Ana, Cal., have appointed Lynn-Western, Los Angeles, as their advertising and public relations agency.

The Advertising Market Place

Rates: $1.25 per line, minimum charge $5.00. Cash with order. Figure all cap lines (maximum—two) 30 letters and spaces per line; upper & lower case 40 per line. Add two lines for box number. Closing deadline: Copy in written form in Chicago office not later than noon, Wednesday 5 days preceding publication date. Pacific Coast Representative (Classified only): Classified Departments, Inc., 4041 Marlton Ave., Los Angeles, 8. Axminster 2-0287. Closing deadline Los Angeles: Monday noon, 7 days preceding publication date. Display classified takes card rate of $18.75 per column inch, and card discounts on size and frequency apply.

AVERAGE PAID CIRCULATION FOR 6 MONTHS ENDING DEC. 31, 1959 **48,389**

HELP WANTED

WRITER-ORGANIZER
Large Midwest firm looking for man with ability and desire to obtain and organize sales information, write and/or supervise agency writers, prepare dealer advertising material of all kinds. Background in farm or industrial equipment helpful but not necessary. Salary commensurate with ability. Send resume and salary requirements.
Box 3968, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

a **EXECUTIVE & CLERICAL**
EXPERIENCED & TRAINEE
Publishers Employment
469 E. Ohio St., Chicago Sa 7-2255

PROMOTION DEPARTMENT—Important creative spot open in major national magazine. Experienced, well-rounded man with knowledge of marketing, research, media and direct mail advertising promotion required. Write
Box 4013, ADVERTISING AGE
630 Third Avenue, New York 17, N. Y.

FREE LANCE WRITERS. Based in all parts of country. For quality trade paper. Resume.
Box 4014, ADVERTISING AGE
630 Third Ave., New York 17, New York

PRIVATE SECRETARY
Wanted by publishing executive in Chicago. Background in advertising and publishing desired. Shorthand necessary. Needed on or before September 23. Please send past experience and personal history. Reply.
Box 4015, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

ADVERTISING MANAGER
Requires idea man with specific experience in direct selling with national dealer recruiting coupon advertising. Duties include agency functions of layout, copywriting and space buying for dealer recruiting plus other advertising and direct mail programs. We work as a team, so we want a cooperator and a producer who wants to expand with a growing worldwide service organization. Salary commensurate with ability and development. Please reply by mail only, sending resume including experience, age, present salary and salary desired. Qualified applicants will be interviewed. **Irl B. Marshall, Jr., President, Duraclean Co., Deerfield, Illinois.**

MOLENE PERSONNEL SERVICE
publicity editors
adv. managers copywriters
artists ..... media ..... production ..... sales
"All is grist which comes to our mill"
ANdover 3-4424, 105 W. Adams St., Chgo 3

St. Louis 4A agency wants adventuresminded art director who knows the rules and is not afraid to break them. Must want to work closely with copywriters to create distinguished advertising. Stock available to the right man. Here is your chance to make a reputation. Send resume and salary range now, samples later.
Box 4016, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

ARTISTS, STOP COMMUTING—START LIVING!
AAAA agency, midwest, artist NOW; fast creative layout man; graphics, etc. Diversified nat'l reg'nl accts. Good start salary, many benefits, max. security in small congenial shop. Pleasant community of 50,000 w/exc. schools, all shopping, recreation just minutes away.
Box 4017, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

BARNARD'S
A Specialized Placement Service
ADVERTISING PR, EDITORIAL, SALES, SECRETARIAL & GEN OFF
call or write
Miss Barnard — **Mr. Pollard**
WA 2-2306 220 S. State St., Chicago 4

YOUNG TECHNICAL PUBLICITY WRITER for agency in large Mid-Western center (not Chicago). Opportunity to work on important accounts. Must have actual writing experience on editorial staff of a publication (not a house organ), and sufficient technical background to handle varied assignments of an industrial and technical nature. Highly specialized technical background not required. Newspaper experience acceptable if combined with industrial knowhow. Good salary and growth potential for the right man. Our own people know of this advertisement.
Box 343, ADVERTISING AGE
200 E. Illinois Street, Chicago 11, Ill.

HELP WANTED

ADVERTISING SPACE SALESMAN
Experienced, full time man needed for three established national trade publications, two monthlies, and one bi-monthly for Chicago and Midwest territory. Must travel half time during crucial selling period August through January and as necessary, balance of year. Advance with liberal commission arrangement. Age 30-40. Real opportunity for energetic and competent man. Send complete resume to:
Box 4018, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

ADVERTISING—EDITORIAL

Technical Writers	Top Sal
Copywriter, Indus. Agency	$10,000
Marketing Research	$10,000
Pharmaceutical Advtg-Prom	$15,000
International Advtg. Asst	$9500
Medical Copywriter	$9500
Young Writer, Pharm. Mfr	$6000

SHAY EMPLOYMENT AGENCY
55 E. Washington, Chicago 2, Illinois

ADVERTISING MANAGER
One of the country's largest national food marketers seeks a man with a broad and solid background in advertising food products marketed and distributed through all types of outlets. Must have proven record of accomplishment in supervising a major advertising program, large staff, and big agency. Ability to deal effectively with subordinates and top level corporate officers a must. This is a top job for a top man. Send confidential resume and salary requirements to
Box 4032, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

SALES PROMOTION SALESMAN
Chance to join Chicago's fastest growing merchandising agency and offer your clients complete sales programs: displays, sales promotion and sales training materials, presentations, films, etc. Full staff of professional writers, artists, production people—and **team-selling**—to back you up. Write me about your background, present situation, plans for the future. All replies confidential.
William A. Robinson, Exec. V.P.,
Knipschild-Robinson, Inc.,
520 N. Michigan Blvd.,
Chicago, Illinois

POSITIONS WANTED

One-man copy task force will shoulder your overload. 12 yrs. exp. direct mail, ads, brochures, publicity. Strong industrial. **Bob Clendenin, 3069 Deerfield Rd., Deerfield, Ill. Phone Windsor 5-1833.**

ART DIRECTOR/LAYOUT MAN
desires position with Agcy. or Co. 8 yrs. exp.: collateral, space; trade, consumer.
Box 4023, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

ADVERTISING-PUBLIC RELATIONS MAN, well grounded all facets promotional and informational activities. Heavy production and administrative experience. Last 7 years with same firm. Proficient in planning, budgeting, program coordination. Degree. South only.
Box 4024, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

COPY—CONTACT—ADMINISTRATIVE
Well regarded. Creative ad & prom. exp. in cosmetics, intangibles etc., and foreign ops. Relocate with mfr. or agency. Age 35.
Box 3939, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

TRAFFIC MANAGER capable of establishing system and assuming full responsibility for all agency traffic activities. 15 yrs. agency exp. with working knowledge of every department's operation.
Box 4025, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

How Many Talents Can You Use Profitably? Creative man offers you 8 yrs. of Adv.-Sales Prom.- & Direct Mail **talents.** Promotion (products & services) handled from sales copy thru production. Write
Box 4026, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

NEW PUBLISHING VENTURE
Firm or individual wanted with $25,000 to $50,000 to invest, part of which, may consist of personal services, office facilities, clerical help, art department, etc.
Preprinted rotogravure supplement, with guaranteed initial circulation of over five million! Potential net profit for first year in six figures.
Box 347, Advertising Age
200 E. Illinois St., Chicago 11, Ill.

CORPORATE PRESIDENT
Man With Unique Creative Ability Seeks Position As Your Consultant
This man has had 20 years of creative planning in big agencies. He now heads his own consultant service to advertising. He understands marketing. He translates motivation studies into meaningful advertising communications. He sees himself being valuable to you in your direction of broad advertising plans; in matters pertaining to concept, image and the integration of message with long-range marketing strategy. It may be that he fits into your organization best, as consultant to your executive officer in charge of marketing. He looks forward to discussing the possibility of joining your organization with the appropriate person. Will submit a profile upon request. Please reply to:
Room 1210, 333 North Michigan Avenue, Chicago 1, Illinois

POSITIONS WANTED

FREE LANCE PUBLIC RELATIONS
Seasoned newspaperman offers taste and economy for Chicago clients.
Box 3895, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

MR. MAGAZINE PROM. MANAGER . . . I can produce clear, concise, sales-oriented copy for you. Promotion and merchandising top women's service magazine. Adv. & circ. prom. lead. trade pub. Resume on Request. **S. Davis, MU 2-2446.**
Box 4019, ADVERTISING AGE
630 Third Ave., New York 17, New York

WORK HORSE AGENCY CREATIVE MAN seeks oppty. with Chicago agency or mfr. A decent guy with 14 years exp. as Adv. Mgr., Sales Prom., and Copy Chief in foods, appliances, communications, education. Knows production. Buyer of art, printing, engravings. Radio-TV-Space writer. Not seeking the "World", just the fence around it!
Box 4020, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

EXECUTIVE ART DIRECTOR
Top flight idea man available. Experienced in heading large studio. Specialist in product development, displays, packaging, decorative art, premiums and sales promotion. Chicago area only.
Box 4021, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

CONSIDERING SOME CHANGES?
I'm a 28 yr. old Journ. grad. with 5 yrs. experience (much of it in the market) in most phases of chemical, textile and paper adv. and marketing. I'd like to submit my resume for your consideration.
Box 4022, ADVERTISING AGE
630 Third Ave., New York 17, New York

POSITIONS WANTED

WILL WORK HEAD OFF FOR FUTURE
Asst/ae indstrl agency. Versatile, able at 26. News, features, house organs, sls promotion, client contact. Strong PR, publicity. Wrote few ads, too. Supervisory exp. Can think, analyze. Family.
Box 4027, ADVERTISING AGE
630 Third Ave., New York 17, New York

COPY CHIEF seeks job in Europe. Will accept smaller pay for oppty to live abroad.
Box 4028, ADVERTISING AGE
630 Third Ave., New York 17, New York

SPACE SALES
TOP NOTCH-YOUNG-EXPERIENCED
Box 4012, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

CREATIVE LAYOUT—COPY MAN
Creative director-heavy bg newspaper-direct mail-ad mgr. Slick pub. 29-married, family-relocate.
Box 4029, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

REPRESENTATIVES WANTED

SPACE SALES REPRESENTATIVE
To represent trade association publication going to the DTU-P & H industry. Comm. basis, tremendous potential. **Home Improvement Trends, 220 Washington Street, Brookline 46, Mass.**

REPRESENTATIVES AVAILABLE

We represent Trade and Directory publications. Have Cleveland office. Desire additional media. We cover Midwest.
Box 4030, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

BUSINESS OPPORTUNITIES

Two magazines, one national, one international, with some loss factors but excellent growth patterns, need sales business manager with up to $25,000 to invest.
Box 4031, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

FRANCHISE FOR SALES PROMOTION PLAN
Available to individual or ad. agency. Complete plan for local dairies, bottlers, potato chippers, and meat packers. Excellent track record. After 3 years of market testing, ready to go national with the right area people. Send complete resume.
Box 4033, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

MISCELLANEOUS

ATTENTION ALL WRITERS! Authorship means prestige! Your short stories, articles, books, plays, will receive our prompt sales handling! Write immediately for free literature! **Literary Agent Mead, 915 Broadway, N. Y. C. 10.**

ADVERTISERS WANTING TO SHARE SPLIT RUN IN LIFE MAGAZINE
Series of full page ads starting in October. Please contact **Bill Collins, 856 Rio Grande Bldg., Dallas, Texas.**

Progressive five man California Agency Now Streamlined to handle Eastern interests on West Coast.
Extremely capable in all phases. Write, or phone for particulars. **W. E. Donovan and Assoc., 139 North Maple, Fresno, California.**

ADVERTISING OPPORTUNITIES AT DOW CHEMICAL

A continuing flow of new products and increased marketing activities necessitate an expansion of the Advertising Department. As a result, several new, challenging opportunities are available with Dow, one of the largest and most diversified chemical companies. The positions are open at Dow's general offices in Midland, Michigan, in the heart of Michigan's "water wonderland." Salaries will be commensurate with experience and ability. Paid vacations and the best in fringe benefits.

INDUSTRIAL ADVERTISING
Positions are open for college graduates, under 35, with a minimum of five years of basic industrial advertising experience. They will serve as staff men responsible for specific chemicals, plastics or metals advertising programs under the direction of a supervisor. They will participate in the planning and execution of advertising objectives, budgeting and programming for a variety of products serving many industries.

CONSUMER ADVERTISING
We are seeking a college graduate, under 35, with broad experience in and familiarity with all levels of supermarket trade advertising. His functions will include participation in the market planning for consumer packaged goods which are distributed through food outlets, and the execution of the advertising and promotional programs for them, under the direction of a supervisor.

AGRICULTURAL CHEMICAL ADVERTISING
We require a college graduate, under 35, with at least five years of experience in agricultural advertising, to be responsible for advertising and promoting agricultural chemical products. Under the direction of a supervisor, he will participate in the planning and execution of advertising objectives, including budgeting and programming.

BUILDING PRODUCTS ADVERTISING
We are seeking a college graduate, under 35, with five or more years of advertising experience in building products and construction. He will serve as a staff man responsible for specific product programs under the direction of a supervisor. He will participate in the planning and execution of advertising objectives, including budgeting and programming.

If you meet the above qualifications, write in confidence, giving complete resume and salary requirements.

Write to: W. D. Boone, Advertising Department
The Dow Chemical Company, Abbott Road Building
Midland, Michigan

DOW

MORE CLASSIFIED ADS ON PAGE 82

The Advertising Market Place

Rates: $1.25 per line, minimum charge $5.00. Cash with order. Figure all cap lines (maximum—two) 30 letters and spaces per line; upper & lower case 40 per line. Add two lines for box number. Closing deadline: Copy in written form in Chicago office not later than noon, Wednesday 5 days preceding publication date. Pacific Coast Representative (Classified only): Classified Departments, Inc., 4041 Marlton Ave., Los Angeles, 8. Axminster 2-0287. Closing deadline Los Angeles: Monday noon, 7 days preceding publication date. Display classified takes card rate of $18.75 per column inch, and card discounts on size and frequency apply.

AVERAGE PAID CIRCULATION FOR 6 MONTHS ENDING DEC. 31, 1959 **48,389**

Opening for research analyst in Marketing Research

Dept. of a AAAA Detroit based agency handling both consumer and industrial accounts.

Under 35, male, bachelor's degree in business administration or related fields. Salary dependent on experience in marketing research. Copy and commercials testing experience mandatory.

Box 339, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

SALES PROMOTION MANAGER

WE NEED: HIGHLY CREATIVE SHI SLEEVE SALES PROMOTION MANAGER . MINIMUM 5 YEARS EXPERIENCE. HE WILL W ORK CLOSELY WITH PRODUCT MANAGER GROUP IN CREATING OVER-ALL MARKETING PROGRAMS. HE WILL BE RESPONSIBLE FOR DEVELOPMENT OF REQUIRED SALES PROMOTION PROGRAM, CREATION OF SALES AIDS, POINT-OF-SALE & DIRECT MAIL CAMPAIGNS.

WE ARE: AGGRESSIVE NATIONAL MARKETER OF PROPRIETARY AGRICULTURAL PRODUCTS SOLD THROUGH RETAIL CHANNELS AND DIRECT TO LARGE USERS.

FOR IMMEDIATE ATTENTION SEND COMPLETE RESUME INCLUDING PRESENT SALARY TO: BOX 336, Advertising Age, 630 Third Ave., New York 17, N. Y.

!!!!

CREATIVE GROUP

NEEDS ART, COPY-CONTACT, PUBLICITY PEOPLE

Creative Group is a 9-month-old ground floor you can still get in on. Born in a hotel room last Fall, it's moving along nicely today. Enough so that we must add a couple of venturesome types to our 16-man staff right now, two or three more by year end. Here are the jobs:

Art Experienced layout man with A. D. potential; another all-round studio hand.

Copy-Contact One earnest, mature, energetic youngster, with demonstrated early copy ability. One a bit further along, for acct. work and copy.

Publicity #2 guy for p.r. dept.; client and media contact, writing.

No one's getting rich at CG, but it no longer seems totally impossible. Firm financial footing; smart new offices; a great living situation. Lots of work. Write, in reasonable detail, to Dick Baker v.p.; no phone calls, no samples. Just think, you can be here for our first birthday.

CREATIVE GROUP, INC.

CONWAY HOTEL BUILDING • APPLETON, WIS.

TO THE MAN WHO OWNS AN AGENCY BILLING $1,000,000

Investigate the many advantages you can gain by merging with a well-financed, competently staffed, medium-size advertising agency with a 12 year success record. Our seasoned organization can relieve you of expensive, time-consuming administrative responsibilities. You will be free to devote yourself more productively to creative work—or to handling and acquisition of accounts, whichever is your forte. Top members of our staff will be assigned to work with you in whatever capacities you want assistance. Such an arrangement could be very profitable. Your business could grow along with ours and we would all benefit substantially in the years to come. To arrange for interview appointment, briefly list present account lineup and billing and write in confidence to Box 346, Advertising Age, 200 E. Illinois St., Chicago 11, Illinois.

IMMEDIATE OPENING FOR SEASONED COPY-CONTACT MAN

Dynamic medium-sized agency seeks man with outstanding record in creating successful package goods advertising for all media. Should also have experience in top-level client contact plus skill in merchandising promotions. Salary open. Our staff members know about this ad, they wrote it. Please write your qualifications in detail to Box 345, Advertising Age, 200 E. Illinois St., Chicago 11, Illinois.

Our 49th Year

EXEC. ASST.—edit. bkgrd. agency exp. helpful	$12,000
ART DIRECTOR—4A Agency mid-west city—good oppt.	10,000
SALES PROMOTION — elec. exp. 30-40, exc. potential	8-10,000
EDITOR—trade paper newspaper exp. considered	Open

MANY MORE—MAIL RESUME

GLADER CORPORATION
110 S. Dearborn St., CHICAGO, Ill.
Phone: CEntral 6-5353

WANTED—Sponsor for effort to open old LOST MINES—Recover HIDDEN TREASURES. Can use 1 year Club Membership card as give away or premium for product purchase. Holders will share in field trip results. Have data proving 10 exclusive, authentic locations have more reward potential than a Sweepstake Ticket. Further details sent on request. Full commission to agencies plus bonus for securing a contract.
SOUTHWESTERN ADVENTURE CLUB
Howard F. Alt, Director
10613 S. Edbrooke Ave. Chicago 28, Ill.

DON HARRIS NEEDS:

. . . only two this time that he doesn't have.

TV-PRINT WRITER, experienced variety of accounts, especially consumer. Relaxed, big account shop. .....$19-$21M

LAST CALL: Widest-range sales promotion copy-contact man for marketing-minded agency, major account. Can become marketing director's right hand, ultimately succeed him. .....to $15M

DON HARRIS, DIRECTOR
Advertising and Marketing Division
MONARCH PERSONNEL
28 E. Jackson, Chicago, WA 2-9400

WANTED: 3 MARKETING EXECUTIVES

New York Agency, (among top 15), needs three marketing executives immediately—2 food and 1 drug.

ESSENTIAL QUALIFICATIONS:

Food Men:

1. National or regional sales experience with all classes of grocery trade.
2. Thorough knowledge of all aspects of food merchandising including deals, couponing, display, premium development, contests, store-wide sales, etc. This includes knowledge of the *mechanics* of these subjects.
3. Ability to develop marketing and promotion strategies based on field and market analysis.
4. Sufficient imagination to develop distinctive and creative promotion plans with the experience to make these plans practical.

Drug Man:

Same qualifications as food but applied to drug area. Must also have substantial Health and Beauty Aids and/or proprietary drug experience *in food stores*, as well as drug stores.

AGE. 30 - 40 years, for both food and drug men.
SALARY: Middle five figures, depending upon experience.

In replying include a complete resume of experience and as many facts as possible which will demonstrate your capacity to fill one of these positions. Box 342, Advertising Age, 630 Third Ave., New York 17, New York.

OPENING

National Ad Manager for Zenith Sales Corporation

If you have the background outlined below do not miss investigating this opportunity for a key role as national ad manager for advertising and promotion of world-famous radio, television and high fidelity products of Zenith Radio Corporation.

Requirements

- ☆ Your advertising experience and background should be dominant in durables rather than in services and consumables.
- ☆ Creative ability and your ability to direct writers to bring out Product values is of vital importance.
- ☆ Actual advertising agency experience desirable or thorough knowledge of agency operations as a client necessary.
- ☆ Management ability to supervise fully staffed department covering all phases of appliance advertising including coop, collateral, budgets.

You will work with top management. Locate in Chicago.
Salary and bonus in compensation program.
If you are the man please write giving background and experience.

Erik Isgrig
V. P. Director of Advertising
Zenith Sales Corporation • Chicago 39, Illinois

ADVERTISING MANAGER WANTED

Excellent opportunity for experienced advertising man with creative ability. Considerable industry contact work required. Prefer former agency man with food background. National headquarters located in Florida. Salary five figures. Send complete resume with photograph and salary requirements. All replies will be handled in strict confidence.

Box 337 Advertising Age
200 E. Illinois St., Chicago 11, Ill.

Administrative Assistant

An Ohio Valley corporation specializing in professional engineering services to the chemical process industries needs an energetic young degree man with a background in advertising or public relations to join its management team. He will report to the vice-president and general manager and work closely with an outstanding agency in planning and implementing all phases of company's advertising, public relations and sales promotion activity, including publication of prestige external quarterly for which he will do some writing. He must be able to work effectively with technical people and translate their work into popular idiom. In addition, he will have other important responsibilities, chief among them being personnel administration. Beginning salary open. This could lead to a top staff position with substantial income, so candidates will be screened for their potential for a broad area of responsibilities, including assistance in contract administration, client contact, and similar future duties. Knowledge of chemistry and accounting helpful but not required.

Send complete resume with salary requirements to Vice-President, Box 338, Advertising Age, 200 E. Illinois Street, Chicago 11, Illinois.

MARKETING MAN AVAILABLE
Agency or Client
Substantial agency experience in merch. research and analysis, incentive merch., trade and consumer promotions. Capable writer, and background in print production. M.A., age 33, salary; open, will relocate. Box 341, Advertising Age, 200 East Illinois St., Chicago 11, Illinois.

ADV'G-MKTG-SALES-PROMOTION
28, married seeks future agency or company. 3½ years experience agency & client side, hard goods, industrial & consumer. Currently with major appl. mfg., but forced to move. Adept at copy, layout, production. Will relocate. Box 344, ADVERTISING AGE, 200 E. Illinois St., Chicago 11, Illinois.

MR. AD EXECUTIVE
Looking for ad men? Call
FRED JOHNSON
Advertising Employment Consultant
DOROTHY DOCKSTADER CONSULTANTS
64 E. Lake, Chicago RA 6-6167

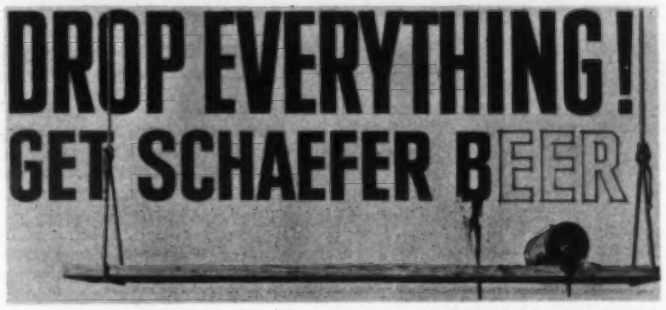
THE NUMBERS GAME
If numbers mean anything, the editorial people at Gebbie Press have set a world record. For the last 10 years they have read 4,000 house organs every month. That's 480,000 magazines in all and it pays off when people ask us what makes a good house organ. **Gebbie Press, 151 W. 48, NYC.**

PROMOTION DIRECTOR
for prominent, well established national associaton in sports and recreation field. Work on promotion plans, projects, literature, varied assignments. Should have sound background in promotion or public relations. Association experience not necessary, but energy, ideas, and good personality are musts. Excellent future for younger man but age is no barrier. Light travel. New headquarters in Northwest suburb. Mail detailed resume, salary requirements, and photo to:
Miss Jean Burkhart
111 South Washington
Park Ridge, Illinois

DO YOUR IDEAS NEED EXPRESSION?
The man we're looking for likes to dream and project ideas while golfing, fishing and relaxing with his family in this land of 10,000 lakes.
We need a man who can create and solve tough and interesting design problems with ideas . . . his ideas.
Display or industrial designers write to us at length. If we like what we read we will arrange to talk with you in person.
Displaymasters, Inc.
127 North Washington Ave.
Minneapolis, Minnesota

MARKETING-ADVERTISING MANAGER
Young man, 25-35, with major in marketing—for electrical-electronic equipment division of top-drawer corporation. Should be familiar with both O.E.M. and replacement markets, and should have related experience in merchandising, advertising, and market forecasting. Sales experience helpful. His basic job would be to work with Sales Manager in analyzing sales, developing markets, forecasting sales, and to act as liaison with advertising agency on copy, program, budget. Usual benefits; insurance, vacation, retirement plan. Salary $5000 to $6000 to start. **Send resumes to Box 340, Advertising Age, 200 E. Illinois Street, Chicago 11, Illinois.**

MEDIA BUYER
National advertising agency with headquarters located in Philadelphia has opening in Philadelphia office. Experience in time and space buying required. Must have ability to analyze and evaluate media. Send resume giving background and salary requirement. Our staff knows of this ad. All replies confidential.
Box 348, ADVERTISING AGE
630 Third Avenue, New York 17, New York



STARCH TOPPERS—*The Atlantic gas outdoor poster had the top Starch rating for the four weeks ending July 6 with a copy performance index of 65%. Wrigley's gum was second, with 63%, and Schaefer beer third, with 61%. The remaining seven of the top ten were, in order: Hostess Sno-Balls (56%); Coca-Cola (49%); Pepsi-Cola (48%); Wonder bread (48%); Budweiser beer (44%); Falstaff beer (44%); and Royal Crown Cola (43%).*

Canned Salmon, Sunkist to Launch Joint Push in Fall

Canned Salmon Institute, Seattle, and Sunkist Growers, Los Angeles, in a tie-in promotion, will run a color page ad in the October issues of *Ebony*, *Family Circle* and *Woman's Day*, to promote a canned salmon-lemon loaf.

The ad will contain a coupon offering a 25¢ reduction for submission of the Sunkist imprint from six lemons and the label from a 1-lb., or two half-pound cans of any brand of salmon. In addition, strong trade advertising will appear in *Chain Store Age*, *Food Topics* and *Progressive Grocer*. Cole & Weber, Seattle, representing the Canned Salmon Institute, and Foote, Cone & Belding, Los Angeles, representing Sunkist, are cooperating in handling the promotion.

Carter Charges Premier's Appitol Infringes on Appetrol

A trademark infringement suit was filed in Buffalo federal court involving alleged confusion between two products, one which controls appetite and the other which stimulates it.

Carter Products, a Maryland concern, charged Premier Pharmaceutical Corp., Buffalo, is infringing on its trademark of Appetrol, which is a product to control appetite. It said Premier's use of the word, Appitol, on a product to stimulate appetite, not only infringes its trademark but causes confusion among users. It asked for an injunction, an award of profits and damages.

Wilson Named Creative Head

Jordon, Sieber & Corbett, Chicago, has appointed William Yale Wilson creative director. Mr. Wilson joined the agency in 1958 as art director and design consultant.

BIRCH Personnel Service, Inc.
The Midwest's outstanding placement service for Adv. • Art & allied fields.
By appointment only
67 E. MADISON • SUITE 1418
CHICAGO 2, Ill.
CEntral 6-5670

NEW YORK'S PRETTIEST!
Models and Showgirls, ready at a moment's notice for any Advertising, Illustrative, or Photographic assignment. See Photos and Resumes in New "SHOWGIRL," magazine. Trial Subscription $1.00. Sample 35¢
A. RICARDO, PUBLISHER
1170 BROADWAY NEW YORK 1, N. Y.

EXPORT IMPORT NEWS
THE VOICE OF WORLD TRADE
Serving Readers in Principal Trade Centers of 89 Countries
Published Every Month
354 S. Spring St., Los Angeles 13, Calif.
New York Office
Jeannette Fritsche Associates
507 Fifth Avenue
New York 36, New York

Nielsen Network TV

Two Weeks Ending July 24, 1960

Copyright by A. C. Nielsen Co.

*Nielsen Total Audience**

TOTAL HOMES REACHED

Rank	Program	Homes (000)
1	Democratic Convention (Several sponsors, NBC)	16,769
2	Democratic Convention (Westinghouse, CBS)	14,464
3	Gunsmoke (Liggett & Myers, Sperry Rand, CBS)	14,238
4	All Star Baseball Game II (Gillette, NBC)	12,114
5	Have Gun, Will Travel (Lever Bros., Whitehall, CBS)	11,436
6	All Star Baseball Game I (Gillette, NBC)	11,255
7	Wagon Train (Ford, National Biscuit Co., R. J. Reynolds, NBC)	11,164
8	Ed Sullivan Show (Colgate-Palmolive, Eastman Kodak, CBS)	10,034
9*	I've Got a Secret (R. J. Reynolds, Bristol-Myers, CBS)	9,944
10	The Untouchables (Several sponsors, ABC)	9,944

PER CENT OF TV HOMES REACHED†

Rank	Program	Homes (%)
1	Democratic Convention (Several sponsors, NBC)	37.1
2	Democratic Convention (Westinghouse, CBS)	32.0
3	Gunsmoke (Liggett & Myers, Sperry Rand, CBS)	31.5
4	All Star Baseball Game II (Gillette, NBC)	26.8
5	Have Gun, Will Travel (Lever Bros., Whitehall, CBS)	25.3
6	All Star Baseball Game I (Gillette, NBC)	24.9
7	Wagon Train (Ford, National Biscuit Co., R. J. Reynolds, NBC)	24.7
8	Ed Sullivan Show (Colgate-Palmolive, Eastman Kodak, CBS)	22.2
9	I've Got a Secret (R. J. Reynolds, Bristol-Myers, CBS)	22.0
10	The Untouchables (Several sponsors, ABC)	22.0

*Nielsen Average Audience***

TOTAL HOMES REACHED

Rank	Program	Homes (000)
1	Gunsmoke (Liggett & Myers, Sperry Rand, CBS)	13,018
2	Have Gun, Will Travel (Lever Bros., Whitehall, CBS)	10,441
3	What's My Line (Kellogg, Sunbeam, CBS)	9,130
4	I've Got a Secret (R. J. Reynolds, Bristol-Myers, CBS)	8,904
5	Danny Thomas Show (General Foods, CBS)	8,362
6	Best of Groucho (J. B. Williams, Lever Bros., NBC)	8,136
7	Wagon Train (Ford, National Biscuit Co., R. J. Reynolds, NBC)	7,910
8	Tennessee Ernie Ford Show (Ford, NBC)	7,865
9	Ann Sothern Show (General Foods, CBS)	7,865
10	The Rifleman (Miles Laboratories, Procter & Gamble, ABC)	7,729

PER CENT OF TV HOMES REACHED†

Rank	Program	Homes (%)
1	Gunsmoke (Liggett & Myers, Sperry Rand, CBS)	28.8
2	Have Gun, Will Travel (Lever Bros., Whitehall, CBS)	23.1
3	What's My Line (Kellogg, Sunbeam, CBS)	20.2
4	I've Got a Secret (R. J. Reynolds, Bristol-Myers, CBS)	19.7
5	Danny Thomas Show (General Foods, CBS)	18.5
6	Best of Groucho (J. B. Williams, Lever Bros., NBC)	18.0
7	Wagon Train (Ford, National Biscuit Co., R. J. Reynolds, NBC)	17.5
8	Tennesse Ernie Ford Show (Ford, NBC)	17.4
9	Ann Sothern Show (General Foods, CBS)	17.4
10	The Rifleman (Miles Laboratories, Procter & Gamble, ABC)	17.1

* Homes reached by all or any part of the program, except for homes viewing only one to five minutes.
**Homes reached during the average minute of the program.
† Percented ratings are based on tv homes within reach of station facilities used by each program.

Piqua Machine to Burnap

Piqua Machine & Mfg. Corp., Piqua, O., manufacturer of ENPO submersible pumps, has appointed David K. Burnap Advertising, Dayton, to handle its advertising and sales promotion. Hutzler & Associates, Dayton, is the previous agency.

Paramount Textile to Gray

Paramount Textile Machinery Co., Chicago and Kankakee, has appointed Russell T. Gray Inc., Chicago, to handle its advertising.

Island pines
COOPERATIVE APARTMENTS
on the ocean at Fire Island Pines, via Sayville, Long Island. Bring your bathing suit and fishing pole — spend the day — for free water taxi ticket phone PLAZA 1-0500.
545 Madison Ave., N. Y. C.

ANSWER-AMERICA
Will Make Your *Client's* Advertising More Effective
Answer-America, a network with more than 250 telephone answering exchanges, with offices in the United States, Canada and Mexico, can offer your clients varied services *24 hours every day* . . . they can maintain branch offices, receive mail and orders, have phone service and listings in telephone directories. Mail can be addressed to any one of the Answer-American affiliates and will be sent to the general office for reply or forwarded on to established regional offices. Answer-America can also do special services, make telephone surveys, handle mail and telephone orders to tie in with local newspaper, radio and T.V. advertising. For complete information, write Answer-America.
ANSWER - AMERICA INC.
Executive Office
ANSWER-AMERICA, INC., 55 East Washington Street, Chicago, Ill.
RAndolph 6-2339
AFFILIATE ANSWER CANADA

Bell Sound Names Mullay

Bell Sound division, Thompson Ramo Wooldridge, Columbus, O., manufacturer of stereo components, consoles and public address systems, has appointed Maurice Mullay Inc., Columbus, to handle its advertising and sales promotion. Kircher, Helton & Collett, Dayton, is the previous agency of record.

Chicago's Elite Hotel
overlooking Lake Michigan
on the Gold Coast

Only five minutes from downtown . . . steps from famous restaurants and exclusive specialty shops. Luxurious air-conditioned rooms, suites and apartments by the day, month or year.

Donald O. Cronin Manager

LAKE SHORE DRIVE

HOTEL

181 E. Lake Shore Drive SU 7-8500

Business Paper Ad Volume Rose 0.9% in July, 'IM' Says

CHICAGO, Aug. 16—Business paper ad volume for July inched back into the plus percentages, with the 350 publications reporting to *Industrial Marketing* showing a July 0.9% increase over the same month last year. Year-to-date totals were 2.5% over the first seven months of 1959.

Top ranking industry division for July was the export-import group, in which 22 publications posted a 7% gain over the same month last year. A close second was the manufacturing division, with 126 publications collectively reporting a 6.4% increase for the month. A 2.6% gain over July, 1959, secured third place for 24 publications in the institutional division.

Publications in the institutional division also moved from second to first place in year-to-date gains, reporting a volume 5.5% above the first seven months of 1959. The manufacturing division was in second place—up from third last month—with an over-all seven-month increase of 5.4%. The 33 transportation publications ranked third in July, with a year-to-date 5% gain over the 1959 period.

■ Among industry sub-groups, the ten automotive equipment and services publications won top spot with a 11.1% year-to-date increase over 1959. Second ranking was the electronics and allied industries group, which posted a 9.5% gain over the same period last year. The 18 manufacturing publications took third place honors, with a 9.3% increase. #

Ad Volume in Business Papers, July and Year to Date

July/*Volume 0.9% (in pages) over 1959*

Industry Division	1960	1959	Page Change	Percent Change
Manufacturing	13,009	12,228	+ 781	+ 6.4
Transportation	2,951	2,988	— 17	— 0.6
Mining	776	797	— 21	— 2.6
Petroleum & Gas	1,913	1,888	+ 25	+ 1.3
Construction	6,573	7,114	— 541	— 7.6
Food	1,327	1,307	+ 20	+ 1.5
Services & distribution	3,571	3,519	+ 52	+ 1.5
Institutional	2,468	2,406	+ 62	+ 2.6
Government	463	561	— 98	— 17.5
Export-import	1,167	1,091	+ 76	+ 7.0
Farm equip. distrbn.	160	179	— 19	— 10.6
Total	**34,378**	**34,058**	**+ 320**	**+ 0.9**

Year to date/*Volume 2.5% (in pages) over 1959*

Industry Division	1960	1959	Page Change	Percent Change
Manufacturing	101,216	95,987	+5,229	+ 5.4
Transportation	24,679	23,506	+1,173	+ 5.0
Mining	5,189	5,228	— 39	— 0.7
Petroleum & Gas	13,034	14,439	—1,405	— 9.7
Construction	51,913	51,815	+ 98	+ 0.2
Food	10,847	10,634	+ 213	+ 2.0
Services & distribution	26,806	26,569	+ 237	+ 0.9
Institutional	21,115	20,017	+1,098	+ 5.5
Government	3,542	3,499	+ 43	+ 1.2
Export-import	8,097	8,150	— 53	— 0.7
Farm equip. distrbn.	1,598	1,633	— 65	— 3.9
Total	**288,036**	**281,507**	**+6,529**	**+ 2.5**

Kingsley Rice, 61, Technical Publishing President, Is Dead

WINNETKA, ILL., Aug. 16—Kingsley L. Rice, 61, president and publisher of Technical Publishing Co., Barrington, Ill., died today.

The company publishes *Plant Engineering* and *Power Engineering*. Mr. Rice also was board chairman of Rice-Youmans Publishing Co., Barrington, publisher of *Petroleum Equipment*.

Mr. Rice was born in Barre, Mass., and was raised in Wilmette, Ill. He received a B.S. degree in economics from Northwestern University in 1920, after service with the Army Medical Corps in France during World War I.

He joined Technical Publishing Co. in 1922 as assistant circulation manager. He later became assistant treasurer and then vp, and was named president and publisher in 1938.

During World War II Mr. Rice served on the editorial advisory board of the Office of Censorship, working on censorship of business and technical publications.

■ Mr. Rice was on the board of directors of National Business Publications, and was a former officer of Associated Business Publications, Chicago Business Publications Assn. and Audit Bureau of Circulations. Survivors include a brother, Arthur, exec vp of Technical Publishing and president of Rice-Youmans, and a son, Kingsley L. (Jim) Rice Jr., account executive at Leo Burnett Co., Chicago.

GEORGE A. HAMMER

DETROIT, Aug. 16—George A. Hammer, veteran Detroit advertising man, died Aug. 13 at Henry Ford Hospital. He was 76 years old and had been inactive for the last 10 years, most of the time a victim of illness.

Mr. Hammer had been a sales director for Walker & Co., Detroit outdoor plant operator, in his early years, and at one time was a vp of Theodore F. MacManus Inc., which later became MacManus, John & Adams. He also represented *The Saturday Evening Post* in Detroit for a number of years. His latest position, prior to his illness, was district manager for the American Newspaper Advertising Network.

He was a graduate of Columbia University, a member of the Adcraft Club of Detroit and of the Detroit Athletic Club.

JAMES S. LITTLE

GLEN RIDGE, N. J., Aug. 16—James S. Little Sr., 52, exec vp of Black, Little & Co., Newark agency founded in 1958, died here last Saturday of carbon monoxide poisoning from the fumes of his car's exhaust.

Mr. Little was graduated from Lehigh University in 1931 and went to work for the Associated Press, first in New York and then in Newark.

He entered the agency business in 1936 when he joined the old Charles Dallas Reach shop. In World War II he served in the Pacific as a Navy lieutenant commander—he was a press relations officer—and he rejoined the Reach agency after the war.

In 1952 he moved to Al Paul Lefton Co., in Philadelphia. He then was an account executive with the old Cecil & Presbrey agency and with Cunningham & Walsh, in New York.

He joined Harold H. Black, another alumnus of the Reach agency, in forming the Newark agency.

FRANK B. NICHOLS

BATH, ME., Aug. 16—Frank B. Nichols, 92, publisher of the *Bath Daily Times*, died at his home Aug. 12 after an illness of three weeks.

Mr. Nichols, a charter member of the Associated Press in 1897, and dean of Maine newspaper men, spent nearly 70 years in journalism—most of them as owner and publisher of the local newspaper. Even after his 92nd birthday, Mr. Nichols rarely missed a day from the office.

In addition to the *Times*, he owned two weeklies—the *Bath Independent* and the *Record*, Brunswick, Me.

DONALD WITTER

WEST COVINA, CAL., Aug. 16—Donald Witter, 41, general manager of the Los Angeles area office of Army Times Publishing Co., died Aug. 5 at his home here. He had been with Army Times for six years. Prior to that he was associated with Crow Publications, Los Angeles, Watt Publishers, Mount Morris, Ill., and Meredith Publishing Co., Des Moines.

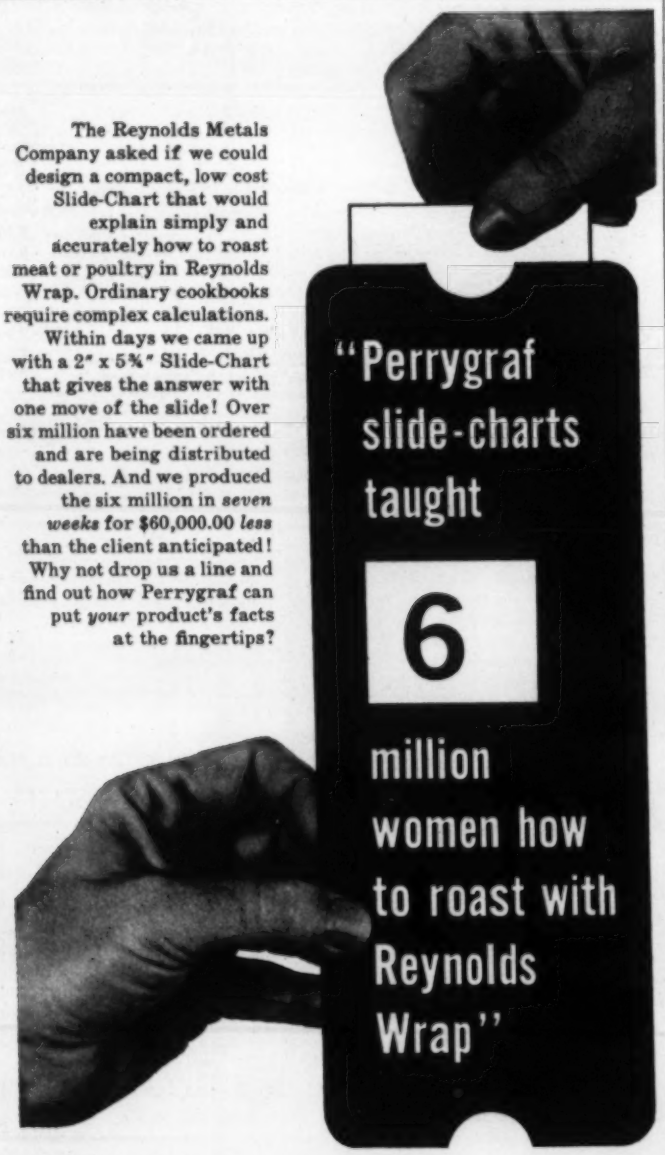
200 CARTOONS
$12.50

Magazine cartoonist Glen Bernhardt brings you the best of his cartoons — printed on Kromekote — for less than 7c ea. Use them in offset printing, newspaper ads, stencil duplicators, etc.!

Order Now! Get 10 Cartoons FREE! If not satisfied, return service without obligation and keep 10 bonus cartoons!

BERNHARDT
733 A St., Hayward, Calif.

The Reynolds Metals Company asked if we could design a compact, low cost Slide-Chart that would explain simply and accurately how to roast meat or poultry in Reynolds Wrap. Ordinary cookbooks require complex calculations. Within days we came up with a 2" x 5¾" Slide-Chart that gives the answer with one move of the slide! Over six million have been ordered and are being distributed to dealers. And we produced the six million in *seven weeks* for $60,000.00 *less* than the client anticipated! Why not drop us a line and find out how Perrygraf can put *your* product's facts at the fingertips?



Perrygraf Slide-Charts are precision made in facilities geared to turning out hundreds–or millions. In any size order, delivery and prices will amaze you.

Here's how you can get this modern inexpensive sales tool for your company. Give us a word picture of the job your Slide-Chart is to perform. Give us necessary data sheets or catalog pages if that's convenient. Tell us who will use the Slide-Chart and what quantities you will need. No obligation, of course. We'll tell you how your Slide-Chart can be made, what it will cost and we'll show you comparable jobs we've done.

FREE—36 page, full color booklet showing how Perrygraf Slide-Charts can work for you. 122 case histories. Write for free copy.

PERRYGRAF CORPORATION
1500-F Madison Street, Maywood, Illinois
150-F South Barrington Avenue, Los Angeles 49, Calif.
Sales Offices in Principal Cities

The Station of Quality in the Quad-Cities
ROCK ISLAND • MOLINE • EAST MOLINE, ILL.
DAVENPORT, IA.

QUAD-CITIES
AS CLOSE TOGETHER AS THE BOROUGHS OF NEW YORK

WHBF
CBS RADIO & TELEVISION FOR WESTERN ILLINOIS - EASTERN IOWA

Magnavox Sets Fall Drive; Hails Big-Screen Sets

NEW YORK, Aug. 16—With a fanfare in hi fi, Magnavox Co., Fort Wayne, Ind., today hit the high notes in opening its national advertising campaign for the fall.

The campaign will promote the company's latest additions to its line of high fidelity, television and stereophonic hi fi equipment.

The echoes of the send-off probably will reach far beyond the Park Lane Hotel here, where Frank Freimann, president, put the products through their paces.

For one thing, the fanfare heralded the start of the fall ad campaign in which $950,000 is being invested "in the regular way," plus an additional $3,000,000-$5,000,000 in cooperative advertising.

For another, the campaign marks the company's most intense demonstration of its faith in the marketing concepts—big screen tv and price integrity—it has maintained in the face of an almost industry-wide tendency "to run like hell in the other direction," as a Magnavox official said.

Dawson Newton, director of public relations, told ADVERTISING AGE: "People are returning to the big screen tv that they almost wanted to abandon a few years back. And this return to big screen tv is a return to a marketing concept that absolutely pays off."

■ The co-op advertising will be apportioned according to the potential of the various marketing areas. Newspaper ads will be the "prime movers" in the company's drive, taking about 65% of the investment. Radio and tv also will be used.

The projected magazine campaign for the fall, subject to change, breaks down as follows:

The Saturday Evening Post will carry half pages and b&w spreads —"a few insertions." *Life* and *Look* will carry six ads each, horizontal half-page units and horizontal b&w spreads. *The New Yorker*—"saturation."

House Beautiful and *House & Garden*, b&w pages in three issues —October, November and December. *Sunset Magazine* and *Town & Country*, three issues.

Time, Newsweek, U. S. News & World Report, page and one-third-page b&w units.

■ The fall advertising is being placed through McCann-Erickson. The account was formerly with the McCann-Erickson subsidiary, Marschalk & Pratt (now Marschalk-McCann), but the "formal switch" was made around the end of 1959. George Park is management supervisor. #

'True' to Boost Rates, Base

True, effective with its February, 1961, issue, will increase its circulation guarantee from 2,300,000 to 2,400,000 and will boost its b&w page rate from $9,200 to $9,600. At the same time, *True* will reduce bleed charges for covers, pages and two-third pages from 15% to 10%, bleed charges for spreads will be reduced from 15% to 5%.

Fairchild, Brady Move

John B. Fairchild, European director of Fairchild Publications Inc., is returning to New York Oct. 1, to become publisher of *Women's Wear Daily* and *Daily News Record*. He will be succeeded by James W. Brady, chief of the Fairchild London bureau since January, 1959. Richard J. Wightman, presently on the London staff, will succeed Mr. Brady.

MULE TEAM GLAMOR—*U.S. Borax & Chemical Corp. is using Shocking promotion displays like this to promote its offer of Schiaparelli perfume to grocery shoppers.*

Schiaparelli Yokes Up with 20 Mule Team in Premium Push for Borax, New Perfume Pack

LOS ANGELES, Aug. 16—Starting Sept. 6, food shoppers will be hearing and seeing an unusual two-advertiser premium offer.

The combination will be 20 Mule Team Borax, which is offering one-eighth oz. of Shocking de Schiaparelli, a $20 per oz. French perfume, in a new aerosol package, for $2 plus a boxtop. Retail price of the perfume is $5.

Running through Nov. 16, the premium will be promoted in 3,480 tv spots concentrated in 130 markets over a six-week period, plus spots for eight weeks on "Death Valley Days," which is sponsored in 75 markets by the 20 Mule Team products department of U.S. Borax & Chemical Corp.

Point of sale material includes "shocking pink" soft sheets for case displays, and shelf talkers. Drop-in ad mats featuring the offer are available to grocers. Departing from its standard black-red-white cartons, 20 Mule Team will feature the premium offer on the front and back of its packages, using a "shocking pink" color.

■ Additional promotion and publicity support will be sought from the stations on which "Death Valley Days" is sponsored. Since the program is placed like a syndicated show, 20 Mule Team usually gets good station promotion support. For this campaign, station promotion managers have been sent a kit containing a tv promotion slide and copy; the in-store soft sheet; photos of in-store displays; a suggested letter to the trade; a flat of the premium-promoting 20 Mule Team Borax package; question and answer copy for use on live shows; the perfume premium for demonstrations on live shows, and assorted publicity art and copy.

This will be the first time Schiaparelli has been offered as a grocery store premium and, it is believed, probably the first time a "high-fashion" item has been introduced on the market in this manner.

■ Working out the tie-up required some six months. The initial contact was in Paris, where Schiaparelli was sold the idea. It then required the approval of Mary Chess Co., New York, which has U.S. rights and manufactures Schiaparelli perfumes here from concentrates furnished by the French company.

■ There was some concern about reaction of the exclusive-selling stores which carry Schiaparelli as a prestige line. These stores were not disposed to look favorably upon making such a prestige line a mass item premium in grocery stores.

Such objections were overcome as follows: First, the premium will constitute the introduction of Schiaparelli's new metered aerosol spray in the U.S. Other major perfumes are sold in spray atomizers, and this type of container now accounts for a major share of perfume sales, but Schiaparelli has not had this type of dispenser on the market: Second, Mary Chess detail men helped to get trade approval by pointing out the heavy tv advertising and in-store promotion given the new product. This is far greater than any perfume manufacturer could give it, the stores were told.

■ A further clincher will be the enclosing of a "bonus dollar" coupon with the package in which the premium is mailed to consumers. The coupon is good for $1 toward the purchase of any one of three Schiaparelli products in stores: Creme Pour Massage, perfume spray refill and Snuff de Schiaparelli, an after-shave lotion.

It is expected the "bonus dollar" coupon will serve to increase store traffic and sales, and to introduce Schiaparelli to many new customers.

■ Premiums are not new for 20 Mule Team. Back in the '30s, premium offers ranged from story books to seeds. More recently, a plastic hobby kit, which can be assembled into a model of the original 20 Mule Team, has been offered as a premium "off and on" since 1956. Some 500,000 of these kits have been distributed. #

Boston, Miami Licensees Fight FCC Decision

WASHINGTON, Aug. 17—Television operators in Boston and Miami took steps this week to dissuade the Federal Communications Commission from taking away their licenses.

In a July 14 decision, FCC ordered WPST-TV, Miami Channel 10, owned by National Airlines, off the air by Sept. 15. The commission also set aside its grant to WHDH Inc., which runs Boston Channel 5, but did not bar WHDH from consideration when the channel is re-assigned.

FCC found both companies guilty of *ex parte* advances to members of the commission. WHDH was granted special temporary authority to continue operation until the commission listens to oral arguments of applicants for Channel 5. Miami Channel 10 was awarded on a four-month basis to L. B. Wilson Inc., the only one of four competing applicants FCC did not find guilty of of-the-record approaches.

The short-term grant was issued to give other applicants a chance to bid for Channel 10 when its license comes up for renewal. A broadcast license usually lasts three years.

■ WHDH this week petitioned FCC to cancel its July 14 order. In a separate motion to stay the case, the station called for a continuance of the status quo until further court order.

Two of the four applications for Miami Channel 10 also sought relief from the commission's order, but on different fronts. National, which operates the Miami channel under the name of Public Service Television Inc., appealed to the federal court of the District of Columbia, and North Dade Video Inc. petitioned FCC for a rehearing and reconsideration of the Channel 10 award. Other applicants in both cases have indicated that they won't argue with the commission's July 14 decision.

■ In its appeal to the district court, National argued that FCC has no jurisdiction to take away its license before the court gets a look at the case.

After FCC awarded the Miami channel to National in February, 1957, the losing applicants appealed to the courts. The courts told FCC to take a second look and report back. The order of July 14 was based on what FCC saw the second time around, but National thought the commission should have told the courts about it before it took action.

"The commission's attempt to telescope this proceeding and make a new award of Channel 10 before the court has approved the commission's recommendation to set aside the existing award is contrary to its own construction of the court's remand order and notice upon which this hearing is held," National stated.

■ In WHDH's petition the station attacked FCC's conclusions that Robert B. Choate, publisher of the Boston newspaper that owns WHDH, the *Herald-Traveler*, met with FCC Chairman George C. McConnaughey to influence his vote. It said:

"The commission's decision was in error in attributing to Mr. Choate an improper motive for his meetings with ex-Chairman McConnaughey without 'a shred of evidence' in the record upon which to rest such a determination."

■ Summing up, WHDH stated: "The inducement for ignoring due process and justice to WHDH would seem to lie only in the hope that the commission will be better able to project an image of fairness and quiet unfounded rumors of impropriety by sacrificing the grant to WHDH than by forthrightly holding that no impropriety was involved as due process and the recommendations of an impartial specially appointed hearing examiner require. . . .

"We agree that it is important for the commission to create the appearance of fairness in all actions it takes, but we submit that the best way to create an appearance of fairness is to be fair."

■ National complained that the rules of FCC's game were different from those of the applicants. The court is well aware, the tv company said, that "the frequency with which these *ex parte* approaches were made in the major cases pending before the commission during the period in question establishes 'a pattern of influence' which affected the entire fabric of process. . . .

"Under such circumstances, to disqualify everybody who played the game under the former ground rules would serve no real purpose, and, as Judge Stern realized, the ultimate losers will be the American public."

Hearing Examiner Stern, a retired Pennsylvania supreme court judge, ruled in an initial decision to leave National in control of the station, but the commission turned down his recommendation.

■ National chided FCC for awarding the Miami station to Wilson after the commission had stated in its 1957 decision that Wilson was the "weakest" applicant.

The tv company contended that FCC said that Wilson is "weak in several significant elements of comparison and . . . not equal comparatively to the other applicants." "This conclusion was made on the basis of a record which is now six years old and there is nothing in that record which would support any inference that Wilson is any better qualified today . . .

■ "The commission recognizes the infirmity of its own decision. It admits the dubious validity of its award to Wilson by 'this type of award by default' and it therefore suggests that it may make another award after four months of operation by Wilson."

Since the commission's original decision, Mr. Wilson died, and the company is now in the hands of his estate.

North Dade, in its petition for rehearing, called FCC's decision "arbitrary and capricious." The award, North Dade said, is not "supported by substantial evidence in the record, and it is violative of the petitioner's right to due process." #

Parmet Names Foley

Joseph Parmet Co., Catasauqua, Pa., maker of One-Wipe dust cloth and dust mop cover, has appointed Richard A. Foley Advertising Agency, Philadelphia, to handle advertising. Pritchard, Daniels & Dreher, Ardmore, Pa., is the former agency. A fall campaign for the two products includes trade publications, plus ads in some 300 newspapers throughout the country, and a b&w ad in October's *Good Housekeeping*.

Mendelsohn Adds Mack Shirt

Mack Shirt Co., New York, has named David J. Mendelsohn Advertising Agency, New York, to handle advertising for its Shapely men's shirts.

Welsh Forms Own Agency

C. Mel Welsh, formerly vp of Willis Advertising Ltd., has opened his own agency, Mel Welsh Advertising Ltd., with offices at 159 Bay St., Toronto.

Decker to Succeed Lund as Publisher of 'Printers' Ink'

NEW YORK, Aug. 18—Frederick C. Decker will succeed Robert T. Lund as publisher of *Printers' Ink* Sept. 1.

Mr. Lund has resigned to launch his own company, World Marketing Services. It will serve as a marketing consultant to companies operating abroad. Names of clients will be announced next week.

Mr. Decker has been advertising manager of *PI* since last January. He was previously associate publisher of the *Christian Herald*.

PI said Mr. Decker's successor will be named later. Also to be named is a successor to Mr. Lund as publisher of *Sales Week*. Arthur B. Whitcomb continues as vp, advertising, of *PI* and *Vision*.

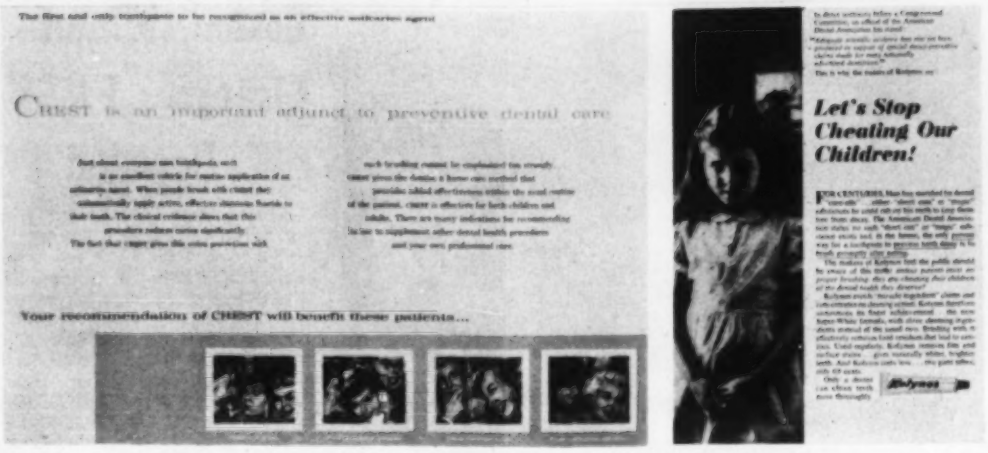
Mr. Lund became publisher of *PI* immediately after the weekly was acquired by Vision Inc. in 1958. Prior to joining Vision Inc. he had been with the international editions of *Reader's Digest*. Before that he had been with J. Walter Thompson Co. and Parker Pen Co. #

Appliance Service is big Business

For facts about this fast growing industry ask for your copy of Market File "A".

Service News

505 N. LaSalle St., Chicago 10, Ill.


CREST is an important adjunct to preventive dental care
Your recommendation of CREST will benefit these patients...
Let's Stop Cheating Our Children!

COMPETITION—*Procter & Gamble runs its first Crest ad in the August Journal of the American Dental Assn.—a six-page color ad with gatefold—following ADA approval of Crest ad claims (AA, Aug. 1). In the same issue, Whitehall Labs' ad for Kolynos—whose ads promoting only cleansing action have been accepted by the ADA—continues to quote ADA statements that "the only proven way for a toothpaste to prevent tooth decay is to brush promptly after eating."*

'Reader's Digest' Unifies Sales Setup

NEW YORK, Aug. 17—*Reader's Digest* has combined its U.S. advertising sales operations for domestic and international editions in a single sales organization under Fred D. Thompson, ad director for U. S. editions.

Previously, domestic sales for international editions were handled by a separate sales group under C. Robert Devine, who becomes assistant general manager, international editions, for advertising sales abroad.

At the same time, the *Digest* has appointed David Cogswell, formerly San Francisco manager, director of international ad sales in the U.S., succeeding Mr. Devine. He will be based in New York.

John C. Gibbons, formerly a salesman in the *Digest's* Chicago office, becomes San Francisco manager, succeeding Mr. Cogswell.

Paul W. Thompson, general manager, international editions, will continue in that post. Promotion and merchandising within the U. S. for all editions will be supervised by Reginald Clough.

'DIGEST' SETS NEW OVERSEAS EDITION RATES

NEW YORK, Aug. 17—*Reader's Digest* has announced new rates, effective with January, 1961, issues, for the following international editions:

In Latin America: The circulation rate base and b&w page rate (or black and one color) for the Argentine edition will go from 300,000 to 350,000 and from $510 to $600 per b&w page; Caribbean, from 400,000 to 370,000 (attributable to the loss of Cuban circulation) and from $1,940 to $2,020 per b&w page; southern hemisphere, no change in rate base of 150,000, b&w page rate from $585 to $610; Mexican, no change in rate base of 335,000, b&w page from $1,185 to $1,400; Brazilian, rate base from 460,000 to 500,000, b&w page rate from $1,105 to $1,275.

The b&w page rate for the *Digest's* Spanish No. 1 combination will be $4,167, based on a circulation rate base of 1,205,000. For the Spanish No. 2 combination the b&w page rate will be $3,627, the circulation rate base 855,000.

■ In western Europe: No change in the circulation rate base of 900,000 for the French edition, while the b&w page rate will go from $1,980 to $2,010. The Iberian edition, with an unchanged circulation rate base of 150,000, will boost its b&w page rate from $345 to $425.

The *Digest* will boost the b&w page for its Norwegian edition from $380 to $410, with no change in the circulation rate base of 150,000. Circulation base for the Finnish edition will be reduced from 125,000 to 120,000, while the b&w page rate will be decreased from $390 to $375.

The *Digest's* British edition will increase its b&w page rate from $2,100 to $2,240, with no change in circulation base of 1,100,000. Circulation base for the Indian edition will be increased from 60,000 to 80,000, the b&w page rate from $295 to $355.

In Canada, circulation of the combined English and French edition will be increased from 1,000,000 to 1,100,000. The b&w page rate will go from $3,915 to $4,305. #

McNamara Leaves Grant to Join Wesley, Account May Follow

Rita McNamara, formerly with Grant Advertising Agency, has joined the account service group of Wesley Associates, New York. Frances Denney, Philadelphia cosmetic maker, has resigned its account from Grant and is expected to follow Miss McNamara.

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W. Lansing Chapman, Publisher in Medical Field, Dies at 72

NEW HAVEN, Aug. 17—W. Lansing Chapman, 72, co-founder and a publisher of *Medical Economics*, a national business magazine for physicians, died today in Grace-New Haven Hospital after a short illness.

In collaboration with the late Dr. H. Sheridan Baketel, he founded *Medical Economics* as a monthly in 1923, with an initial investment of $4,000 each. The magazine became a bi-monthly in 1958.

At his death, Mr. Chapman was chairman of the board and chief executive officer of Medical Economics Inc., Oradell, N. J., which publishes "Physicians Desk Reference," *Riss*, a magazine for residents, interns and senior medical students, and *Medical Marketing*.

He was also president of Nightingale Press, publisher of *RN*, a nursing magazine, and a director of Butterick Co., New York, publisher of patterns. Mr. Chapman was a former chairman and a founder of National Business Publications.

HOWARD S. DAVIDSON

CHICAGO, Aug. 18—Howard S. Davidson, 65, for 25 years a sales representative in the Chicago office of Meredith Publishing Co., died last night at his home in suburban Wilmette, following a long illness. A native Iowan, he had worked briefly in Curtis Publishing Co.'s circulation operation before joining Meredith on the old *Dairy Farmer*.

LESLIE T. HUNT

MONTREAL, Aug. 17—Leslie T. Hunt, 50, assistant advertising manager of the *Winnipeg Free Press*, died Aug. 16. Mr. Hunt joined the newspaper as an office boy in 1928. He served with the Royal Canadian Air Force in World War II, taking the post as assistant ad manager of the *Free Press* in 1955.

HOMER E. MOYER

HARRISBURG, Pa., Aug. 16—Homer E. Moyer, 71, retired national advertising manager of *The Patriot*, the *Evening News* and the *Sunday Patriot-News*—died at Osteopathic Hospital here Sunday.

Mr. Moyer had been advertising manager of the Harrisburg newspapers for 28 years prior to being named general manager in 1947. He served in that post for about a year, becoming national advertising manager in 1948 and continuing in that capacity until his retirement in 1957. #

Concert Network Negotiates for 'N. Y. News' Stations

Concert Network, Boston, a group of fm stations specializing in good music broadcasting, currently is negotiating with several companies, and at press time reportedly was close to an agreement with one of them, the *New York Daily News*, for sale of shares in its four owned stations. These stations are WBCN, Boston; WXCN, Providence; WHCN. Hartford, Conn., and WNCN, New York. Other affiliates of the network are WDAS, Philadelphia; WBVA, Woodbridge, Va., and WNTW, Mt. Washington, N. H.

'Dallas Times Herald' to Publish 'Sunday'

The *Dallas Times Herald*, effective with its Oct. 2 edition, will join Metropolitan Sunday Newspapers via publication of *Sunday*, locally edited Sunday rotogravure magazine. Addition of the *Times Herald* brings to 36 the number of *Sunday* magazines in the Metropolitan Sunday Newspapers group.

The SENIOR Fresh-man says...

Pick the PEACH for Fresh PROFITS

in the 7 BILLION DOLLAR FRESH FRUIT AND VEGETABLE INDUSTRY MARKET that BUYS BIG...

fertilizers to film, bags to boxes.

Let me send you rates and our latest area-coverage folder.

The PACKER Publishing Company

201 Delaware Kansas City, Mo.

GEORGE GURLEY, PACKER PUBLISHER

IN EVERY GROWING AREA KEY MEN READ

THE PACKER

TIGHTEN RED RIVER POTATO GRADES

APPLES

Since 1893

The Weekly Newspublication of the Fresh Fruit and Vegetable Industry

ABC ABP

"You Missed South Bend!"

Remove the blindfold, George, and take a good look at the South Bend market. Please note that it has 915 thousand customers with more than $1.7 billion in buying income. Note, too, that South Bend is not in the shadow of Chicago. It takes South Bend TV to sell the South Bend TV audience. And this is a good group, George. Household income in the metro area alone is $7,553; highest in Indiana. It's a big target, but you can hit it with one shot—use WSBT-TV. Top-rated CBS shows and popular local programs do the trick. WSBT-TV carries 12 of the 15 locally-favored shows; 35 of the top 50; gets 47.8% share of the sets in use in this 3-station market. Get with it man. Better yet—get with your Raymer man, he has the fine points.

MARKET RESEARCH

WSBT-TV SOUTH BEND, INDIANA

CBS TELEVISION NETWORK

Channel 22

ASK PAUL H. RAYMER, NATIONAL REPRESENTATIVE

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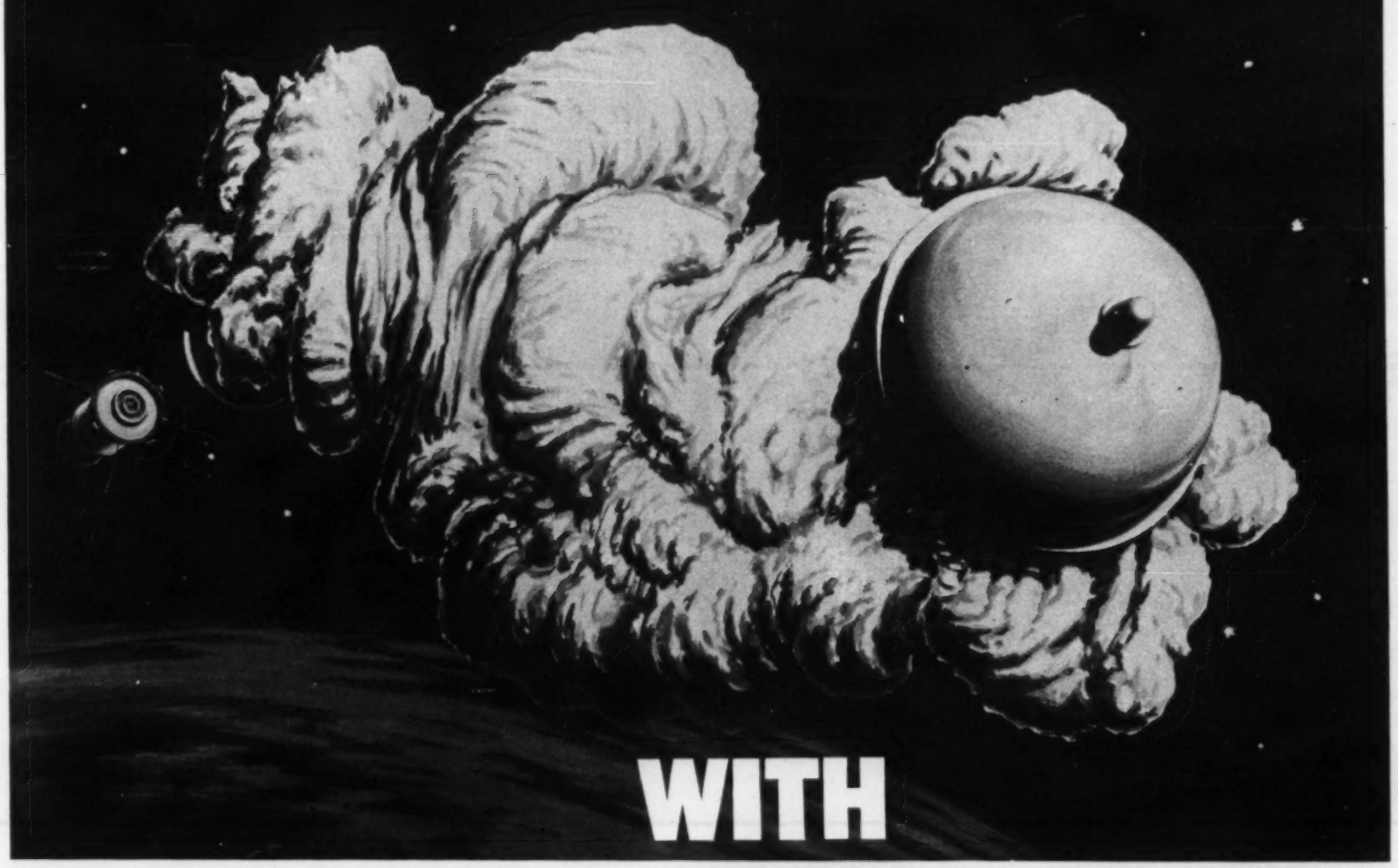
MAN-MADE SATELLITE!
BELL TELEPHONE LABORATORIES BOUNCES VOICE OFF SPHERE
PLACED IN ORBIT A THOUSAND MILES ABOVE THE EARTH
BELL TELEPHONE SYSTEM



SATELLITE ECHO BEGINS TO INFLATE 1,000 MILES UP.
SPECIAL DRAWING DONE FOR LIFE BY RAY PIOCH.

WITH THE SPEED OF LIFE

Last week was America's finest in space. It started Thursday, August 11, with the recovery, for the first time, of a capsule dropped from space by the Agena satellite. Then on Friday, August 12, came the successful orbiting of satellite Echo. On Wednesday, August 17, you could see both these events pictured in LIFE—as part of LIFE's comprehensive ten-page word-and-picture report.

And you could also see the dramatic messages of two of the companies who helped make possible the greatest space week yet. At left above is the Bell Telephone System announcement of its part. At right above is the Lockheed announcement of its part.

To do this, Bell and Lockheed used LIFE's unique facility—the seven-day fast close. LIFE keeps its presses open far longer every week than any other general magazine—to bring its readers the latest news in great pictures. And that is why advertisers like Bell and Lockheed can go fast in LIFE, too. In just seven days, a black-and-white or two-color ad can begin reaching LIFE's 18,950,000 households coast to coast—*four to five times as fast as it can in any other general magazine.**

*LIFE's 7-day fast-close is now available at only 5% over regular rates.

THE CHRONICLE MEANS THE WEST

Represented by Sawyer Ferguson Walker